CONSUMER ATTITUDE AND BEHAVIOR STUDY

Consumer Attitudes towards Fast Food and Moderately Priced Family Restaurants

The Research Department
National Restaurant Association

CONSUMER BEHAVIOR AND ATTITUDES TOWARDS FAST FOOD AND MODERATELY PRICED FAMILY RESTAURANTS

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INTRODUCTION

The National Restaurant Association commissioned the Gallup Organization to survey consumers about their attitudes and behavior towards fast food and moderately priced family restaurants. The objectives of the study were to:

- Determine how frequently consumers patronize fast food and moderately priced family restaurants.
- Determine how satisfied consumers are with their visits to fast food and moderately priced family restaurants.
- Identify circumstances that motivate consumers to visit fast food and moderately priced family restaurants rather than other types of eating places.

This report presents the results of telephone interviews with 1,008 adults conducted during the period of September 8 - October 10, 1986 by the Gallup Organization. This information provides some insight into the importance of convenience on eating out occasions. Additionally, it highlights attributes that consumers are satisfied and not satisfied with at each type of establishment.

NOTES TO THE READER

This study was designed to determine consumers' attitudes and behavior towards fast food and moderately priced family restaurants only. Other types of restaurants were not included. For the purposes of this survey fast food and moderately priced family restaurants were defined as follows:

Fast food:	A restaurant at which food is ordered at a counter and there is no tableservice.
Moderately Priced Family Restaurant:	A restaurant that provides waiter/waitress service and the average check size per person usually doesn't go much above $6.00.

SECTION I:
FREQUENCY OF PATRONIZING
FAST FOOD RESTAURANTS

FREQUENCY OF PATRONIZING FAST FOOD RESTAURANTS

All adults were asked how often they patronize fast food restaurants. Results indicate that fast food places are popular with consumers. Nearly 26 percent of the respondents said they go to fast food restaurants more than once a week and another one fourth do so at least once a week. Less than 7 percent indicated they never eat at fast food restaurants.

Not surprisingly, frequency of patronizing fast food restaurants varies across different demographic groups. For example, consumers who dine out frequently are likely fast food patrons. Over one-half of the survey participants that dine in restaurants four or more times a week consume fast food fare two to three times in an average seven day period. Likewise, young adults (18 to 24 years of age) frequently go to fast food places. About 44 percent of those surveyed in this age group said they dine in fast food restaurants more than once a week. The proportion drops to 36 percent for those age 35 to 44.

Other demographic groups that had substantial proportions of consumers reporting that they eat at fast food restaurants more than one time in a week included: individuals from households of three or four people (32 percent), singles (32 percent), males (31 percent), high school graduates (30 percent), and persons living in the south (31 percent) and midwest (30 percent).

Among those consumers that are less likely to patronize fast food establishments are: older consumers, persons living in small households, non-working women and married couples. Of the adults age 65 and over, 15.3 percent said they never go to fast food restaurants. Approximately 11 percent of those consumers living in households of two people reported they never dine on fast food. The same held true for 7.9 percent of the non-working women surveyed and 7.1 percent of the married couples.

FREQUENCY OF PATRONIZING FAST FOOD RESTAURANTS

	More than once a week	About once a week	Once every two to three weeks	About once a month	Less than once a month	Never
Total	25.6%	24.5%	17.5%	10.1%	13.1%	6.4%
Sex						
Male	30.6	22.8	14.0	9.3	13.1	6.6
Female	21.1	25.9	20.7	10.6	13.1	6.4
Age						
18 - 24 years	43.8	26.9	18.3	2.3	4.6	1.4
25 - 34 years	35.6	28.5	19.7	7.7	5.9	1.9
35 - 49 years	26.4	26.6	20.0	10.0	11.4	5.0
50 - 64 years	12.2	26.0	17.9	12.8	15.9	9.8
65 years or over	12.2	13.3	9.9	15.0	27.9	15.3
Marital Status						
Married	22.5	24.3	18.3	11.8	13.1	7.1
Single	31.8	24.9	15.8	6.7	13.2	5.3
Household Size						
One	20.3	18.1	17.3	9.7	23.6	8.4
Two	20.6	22.8	13.5	11.6	16.0	10.9
Three or four	32.0	28.3	20.4	7.9	7.0	3.2
Five or more	27.4	26.0	21.5	12.1	9.4	1.3
Female Employment						
Full time	26.7	25.7	22.0	9.3	9.3	5.7
Part time	21.2	38.0	20.4	9.5	5.1	3.6
Not employed	17.2	21.7	20.0	11.7	18.6	7.9
Household Income						
Under $15,000	24.1	23.3	15.3	7.1	20.8	4.7
$15,000 - $19,999	18.8	25.7	18.8	15.3	11.8	2.8
$20,000 - $29,999	28.8	28.2	15.4	11.0	7.0	7.6
$30,000 or more	28.7	25.3	20.5	9.7	10.5	4.6

FREQUENCY OF PATRONIZING FAST FOOD RESTAURANTS

	More than once a week	About once a week	Once every two to three weeks	About once a month	Less than once a month	Never
Education						
College graduate	25.0	25.6	15.3	8.4	13.1	8.1
High school graduate	29.7	25.3	19.1	9.6	10.0	5.1
Less than high school graduate	14.8	21.0	15.4	12.7	21.3	8.3
Region						
East	16.5	22.5	20.7	12.3	20.0	6.4
Midwest	30.4	27.0	15.3	10.2	10.0	4.1
South	30.5	25.4	13.4	3.7	12.0	7.6
West	23.0	22.4	22.7	9.1	10.4	8.2
Number of times eat out on average in a week						
Four or more	55.2	21.0	9.0	4.6	4.6	5.6
Two or three	33.2	29.4	15.0	8.6	6.7	5.4
Once	11.6	32.8	25.5	9.4	13.0	4.9
Never	2.2	5.0	19.0	20.1	35.1	11.8

SECTION II:
SATISFACTION WITH FAST FOOD RESTAURANTS

SATISFACTION WITH FAST FOOD RESTAURANTS

Respondents to the survey were asked how satisfied they are with nine attributes of fast food restaurants. Specifically, they were asked to indicate their level of satisfaction with the convenience, location, speed of service, food quality, menu variety, atmosphere, cleanliness, price paid for value received, and attitude of servers at fast food places. Overall, consumers appear to be satisfied with their visits to fast food restaurants.

Fast food restaurants are often associated with convenience and the attributes related to convenience showed the highest levels of consumer satisfaction. Seven out of 10 respondents said they are satisfied with the convenience--because they didn't have to prepare the food and the convenient location of fast food places. Women who work part time (80.3 percent) and 18 to 24 year olds (79.0 percent) are those most likely to be satisfied or very satisfied with the convenience of fast food meals. The convenient location of fast food restaurants is the attribute with which frequent patrons are most satisfied. Eight in 10 of those who dine at fast food restaurants more than once a week reported they are satisfied or very satisfied with the location of fast food places. Consumers with annual household incomes of $30,000 or more (77.9 percent) and those who eat out four or more times a week (77.8 percent) are also likely to have said they are satisfied with the convenient locations of fast food restaurants. Senior citizens are less likely to be satisfied with the convenience of fast food, as are those with lower annual household incomes. Fewer than six in 10 of the adults age 65 or over said they are satisfied with the convenience of fast food meals. Approximately 56 percent of the adults from households with annual incomes of $15,000-$19,999 reported being satisfied with the location convenience of fast food establishments.

Just over one half of the adults questioned said they are satisfied or very satisfied with the cleanliness of fast food restaurants and the attitude of servers. Non-working women were

most likely to be satisfied with the cleanliness of fast food restaurants. Two thirds of these women reported being satisfied or very satisfied with this attribute. Young adults are least likely to be satisfied with the cleanliness of fast food restaurants. Just four in 10 of the adults age 18 to 24 indicated they are satisfied or very satisfied with how clean fast food establishments are.

Of the consumers surveyed, less than one half said they are satisfied with the price/value they receive at fast food restaurants. The demographic group that displayed the highest level of satisfaction with this attribute was non-working women. Nearly 55 percent of the women who are not employed outside the home said they are satisfied with the price/value of fast food meals. Males and 25 to 34 year olds were least likely to be satisfied with price/value. About four in 10 from each of these groups indicated they are satisfied or very satisfied with the price paid for value received at fast food establishments.

Areas consumers are less satisfied with include: food quality and menu variety. Fewer than four in 10 of the adults surveyed indicated they are satisfied or very satisfied with the quality of fast food fare (37.5 percent) or the variety of food and beverages offered (37.3 percent). Those most likely to be satisfied with the quality of fast food fare are non-working women (49.9 percent) and adults with annual household incomes of less than $15,000 (49.0 percent). On the other hand, consumers who say they never eat fast food (1.9 percent), those with household incomes of $30,000 or more (28.5 percent) and 25 to 34 year olds (29.0 percent) are least likely to be satisfied with food quality. Non-working women are likely to be satisfied with the variety of fast food menus. More than 48 percent said they are satisfied or very satisfied with the variety of food and beverages offered at fast food restaurants. Males (31.4 percent) and 25 to 34 year olds (30.9 percent) are less than likely than others to have reported being satisfied with the variety of fast food menus.

Of the nine aspects included in the survey, consumers expressed the least satisfaction with the atmosphere of fast food restaurants. Just 32.4 percent of all respondents reported being satisfied or very satisfied with this attribute. Moreover, atmosphere is the area frequent fast food patrons expressed the least satisfaction with out of all those included in the survey. Just one in three of those who dine at fast food places more than once a week said they are satisfied with the atmosphere of this type of establishment. Other consumers who are less likely to be satisfied with the atmosphere include: adults with high household income and those from small households. Twenty-two percent of the respondents with household incomes of $30,000 or more reported they are satisfied or very satisfied with the atmosphere of fast food restaurants, as did 25.7 percent of those who live alone. Several groups showed higher than average proportions of respondents indicating satisfaction with the atmosphere of fast food places, including: adults with household incomes below $15,000 (41.9 percent), non-working women (41.8 percent) and senior citizens (41.2 percent).

SATISFACTION WITH FAST FOOD RESTAURANTS

	Mean value	Percent satisfied*
Convenience--because respondent didn't have to prepare the food	4.17	71.3%
Location convenience	4.12	70.8
Speed of service	3.81	61.5
Cleanliness	3.65	52.7
Attitude of server	3.61	51.8
Price paid for value received	3.44	46.1
Food quality	3.22	37.5
Variety of food and beverages offered	3.22	37.3
Atmosphere	3.04	32.4

*Proportion who are very satisfied or satisfied.

Note: Means are based on a 5 point scale where 5 represents very satisfied and 1 represents very dissatisfied.

SATISFACTION WITH FAST FOOD RESTAURANTS

PROPORTION SAYING THEY ARE VERY SATISFIED OR SATISFIED WITH...

	Cleanliness	Food quality	Variety of food and beverages	Speed of service	Atmosphere	Location convenience	Price paid for value received	Attitude of service	Convenience because didn't prepare
Sex									
Male	52.5%	31.9%	31.4%	59.1%	28.9%	69.9%	39.9%	46.6%	68.0%
Female	52.8	42.3	42.5	63.6	35.5	71.6	51.7	56.4	74.4
Age									
18-24 years	41.1	33.8	37.0	61.2	31.5	73.1	51.6	48.9	79.0
25-34 years	49.5	29.0	30.9	59.3	26.9	77.1	41.2	44.1	77.9
35-49 years	57.7	35.6	34.2	64.6	28.3	73.4	43.5	55.8	70.1
50-64 years	57.8	43.2	43.9	63.9	36.5	67.6	48.0	51.7	72.3
65 years or over	53.7	47.3	43.5	57.8	41.2	61.9	50.7	58.2	59.2
Marital status									
Married	54.6	37.2	37.5	61.1	34.6	70.8	46.9	53.7	71.0
Single	49.5	38.3	37.2	62.6	28.3	71.1	44.8	48.6	72.4
Household size									
One	51.1	39.7	32.5	64.1	25.7	65.4	43.5	50.2	66.2
Two	50.4	39.5	40.5	58.6	36.6	68.3	46.3	53.8	70.7
Three or four	57.1	36.4	35.9	62.6	30.2	73.3	48.2	48.2	72.9
Five or more	48.4	32.3	38.1	63.2	33.6	76.7	42.6	57.4	74.9
Annual household income									
Under $15,000	55.3	49.0	43.8	61.9	41.9	68.5	51.5	58.6	73.4
$15,000-$19,999	53.5	37.5	43.8	63.2	38.2	56.3	48.6	55.6	68.8
$20,000-$29,999	50.0	35.2	32.0	57.0	31.4	73.0	46.2	47.1	73.0
$30,000 or more	50.8	28.5	30.6	65.6	21.7	77.9	43.5	47.7	72.8
Female employment									
Full time	48.7	34.7	38.3	64.7	30.3	73.3	47.7	51.7	75.3
Part time	47.4	35.8	34.3	60.6	27.7	74.5	50.4	51.8	80.3
Not employed	66.6	49.9	48.2	63.7	41.8	69.5	54.7	61.1	71.6

SATISFACTION WITH FAST FOOD RESTAURANTS

PROPORTION SAYING THEY ARE VERY SATISFIED OR SATISFIED WITH ...

	Cleanliness	Food quality	Variety of food and beverages	Speed of service	Atmosphere	Location convenience	Price paid for value received	Attitude of service	Convenience because didn't prepare
Education									
College graduate	51.5	25.0	24.7	63.1	18.4	74.1	43.4	42.8	70.6
Highschool graduate	51.2	35.9	37.7	61.9	40.8	72.0	44.3	51.3	73.7
Less than a high school graduate	58.0	53.6	48.5	58.9	49.7	64.8	54.1	61.8	65.7
Region									
East	52.1	34.3	36.8	63.5	31.4	70.1	45.2	53.8	70.6
Midwest	58.4	43.6	37.7	60.6	31.6	71.3	50.6	56.4	74.9
South	49.1	37.7	39.6	58.8	37.7	71.3	42.1	48.7	69.1
West	51.7	33.1	34.1	64.4	26.5	71.0	47.9	48.6	71.6
Number of times eat out in an average week									
Never	48.7	44.4	40.9	64.2	40.5	63.8	46.6	53.4	63.1
Once	59.9	39.9	41.5	61.9	37.5	71.9	48.1	61.9	75.2
Two to three	49.1	34.0	32.8	60.3	26.9	69.7	44.0	45.9	69.5
Four or more	51.2	34.0	35.5	60.5	26.5	77.8	47.2	46.0	75.3
Frequency of eating at fast food									
More than once/week	55.5	40.1	41.3	64.7	29.9	81.0	52.2	54.2	77.8
About once a week	62.9	42.5	41.5	72.0	40.2	80.9	54.3	58.3	86.8
Once every 2-3 weeks	54.6	42.6	40.9	64.1	38.3	74.6	53.9	59.5	80.7
About once a month	53.3	38.1	38.1	60.1	35.0	73.6	44.8	49.1	70.6
Less than once/month	51.0	36.8	31.6	61.8	28.3	63.2	33.5	52.4	58.5
Never	12.5	1.9	10.6	15.4	3.8	17.4	7.7	10.5	11.5

SECTION III:
FREQUENCY OF PATRONIZING MODERATELY PRICED FAMILY RESTAURANTS

FREQUENCY OF PATRONIZING MODERATELY PRICED FAMILY RESTAURANTS

All respondents were asked how frequently they eat at moderately priced family restaurants. Results indicate that, in general, consumers dine at these establishments occassionally. Just 12.4 percent of the adults questioned said they eat at moderately priced restaurants more than once a week. On the other hand 26.4 percent reported patronizing these establishments once a week and another 23.2 percent do so once every two or three weeks. Only a small proportion of the consumers surveyed said they never patronize moderately priced family restaurants--3.7 percent.

Frequent users of moderately priced family restaurants are likely to be individuals who dine out often, southerners, and those in the middle or upper income brackets. Three in 10 of the respondents that reported eating out four or more times a week said they dine at moderately priced restaurants more than once in a seven day period and another 29 percent eat at these establishments once a week. Of the southerners who responded to this survey, 17.3 percent said they patronize moderately priced family restaurants more than once in an average seven day period. About 28 percent of the Southerners reported they dine at these establishments once a week. Consumers with higher incomes also are more likely than others to dine at these restaurants frequently. Sixteen percent of the adults who reported an annual household income of $20,000 to $29,999 said they eat at family restaurants more than once a week as did the same proportion of respondents from the highest income group. Moreover, close to three in ten of those from each of these groups indicated they dine at moderately priced restaurants about once a week.

Senior citizens are the group with the highest proportion of respondents saying they never patronize moderately priced restaurants--10.2 percent. Non-working women (8.1 percent) and respondents with less than a high school education (8.0 percent) also

showed higher proportions of adults reporting they never dine at moderately priced restaurants.

SECTION IV:
SATISFACTION WITH MODERATELY PRICED FAMILY RESTAURANTS

FREQUENCY OF PATRONIZING MODERATELY PRICED FAMILY RESTAURANTS

	More than once a week	About once a week	Once every two or three weeks	About once a month	Less than once a month	Never
Total	12.4%	26.4%	23.2%	20.0%	12.8%	3.7%
Sex						
Male	15.4%	27.3%	23.1%	19.7%	10.4%	2.1%
Female	9.7	25.6	23.2	20.2	14.9	5.1
Age						
18 - 24 years	15.1	26.5	28.3	18.3	9.6	1.4
25 - 34 years	8.5	27.9	28.7	24.5	8.5	1.3
35 - 49 years	14.3	28.3	23.8	18.3	14.0	1.2
50 - 64 years	11.5	23.3	19.9	20.6	13.9	6.1
65 years or over	13.9	25.9	13.3	17.3	17.7	10.2
Marital Status						
Married	12.0	26.8	22.5	20.5	12.5	4.0
Single	13.1	26.1	24.0	19.1	13.4	3.3
Household Size						
One	12.2	22.8	24.1	18.1	14.3	6.8
Two	15.2	30.7	18.1	16.5	12.3	5.1
Three or four	12.5	25.5	28.8	19.7	11.2	1.4
Five or more	4.9	21.5	21.5	31.4	16.6	2.7
Female Employment						
Full time	15.3	26.0	33.0	15.0	8.0	1.3
Part time	7.3	29.9	16.8	21.2	17.5	4.4
Not employed	6.4	24.1	18.4	23.4	19.1	8.1
Household Income						
Under $15,000	7.9	19.5	16.4	24.7	21.9	5.5
$15,000 - $19,999	6.9	25.7	31.9	17.4	18.1	*
$20,000 - $29,999	16.0	29.9	23.8	17.7	10.8	1.2
$30,000 or more	16.0	28.7	27.0	19.0	6.5	2.3

FREQUENCY OF PATRONIZING MODERATELY PRICED FAMILY RESTAURANTS

	More than once a week	About once a week	Once every two or three weeks	About once a month	Less than once a month	Never
Education						
College graduate	15.9	25.3	26.3	19.4	9.1	2.8
High school graduate	12.0	28.4	24.7	20.6	11.3	2.5
Less than high school graduate	10.1	22.2	16.0	18.9	20.1	8.0
Region						
East	8.4	23.5	25.9	20.0	17.8	2.7
Midwest	17.3	27.8	19.0	18.8	11.5	4.1
South	12.4	27.5	25.8	18.2	11.2	3.6
West	9.5	26.8	23.0	23.7	10.4	4.7
Number of times eat out in an average week						
Four or more	30.9	29.3	23.1	11.7	4.0	.6
Two or three	14.2	40.7	24.8	13.8	5.0	.4
Once a week	4.9	24.0	29.3	23.0	14.9	1.8
Never	.7	.7	10.0	34.8	34.1	16.1

*Sample size too small for analysis.

SATISFACTION WITH MODERATELY PRICED FAMILY RESTAURANTS

Survey respondents were asked to indicate how satisfied they are with nine attributes of moderately priced family style restaurants. Specifically, they were asked how satisfied they are with the convenience, location, speed of service, food quality, menu variety, atmosphere, cleanliness, price paid for value received, and attitude of servers. Analysis of the results reveals consumers are, in general, satisfied with their experiences at midscale restaurants

Respondents reported being most satisfied with the convenience--because they didn't have to prepare the food -- of moderately priced family restaurants. Over three-fourths of the adults surveyed said they are satisfied or very satisfied with the convenience offered by these establishments. Those respondents who dine at family restaurants more than once a week (86.0 percent) and those from households with incomes of $20,000 to $29,999 (85.8 percent) were among those most likely to report being satisfied with the convenience of moderately priced family restaurants. Of those women who work part time, 84 percent reported being satisfied with the convenience of family restaurants and the proportion fell to 83 percent for women employed full time. College educated respondents (73.4 percent) and those with less than a high school education (73.1 percent) were those least likely to be satisfied with the convenience of these restaurant meals.

Cleanliness ranked second in terms of consumer satisfaction. Seven in 10 of the survey respondents said they are satisfied or very satisfied with the cleanliness of moderately priced family restaurants. Adults who eat at moderately priced family restaurants frequently, those from households with incomes of $20,000 to $29,999, young adults and midwesterners were those most likely to be satisfied with the cleanliness of these establishments. Over three fourths of the respondents from each of these groups indicated

they are satisfied with this attribute. Single householders (64.1 percent) were those least likely to report being satisfied with the cleanliness of family restaurants.

Location, convenience, attitude of servers, variety of food and beverages offered and food quality also received relatively high levels of consumer satisfaction. Approximately two thirds of all the adults questioned said they are satisfied or very satisfied with each of these aspects of moderately priced family style restaurants. A slightly smaller proportion of respondents indicated they are satisfied with the price/value of family restaurant meals (63.4 percent). Although similar proportions of respondents reported being satisfied with each of the attributes, differences exist in the demographic groups most likely to be satisfied with each. For example, high school graduates (76.2 percent) and adults that dine in restaurants two to three times a week (70.8 percent) are most likely to be satisfied with the location convenience of family restaurants, whereas, those with household incomes under $15,000 (71.2 percent) and adults living in two-person households (71.0 percent) are most likely to report being satisfied with the attitude of servers at moderately priced family restaurants. Furthermore, of the adults questioned, those with household incomes of $20,000 to $29,999 (71.8 percent) and adults with less than a high school education (70.7 percent) are more likely than others to be satisfied with the variety of midscale menus while consumers that eat out once a week (74.7 percent) and 18 to 24 year olds (73.5 percent) are among those likely to be satisfied or very satisfied with the quality of food at moderately priced family restaurants. Women who work full time (69.6 percent) and those who eat out once in a seven day period (68.2 percent) are most likely to be satisfied with the price/value offered by these restaurants.

Consumers are least satisfied with the atmosphere and speed of service of moderately priced family restaurants. About 58 percent of the consumers questioned said they are satisfied with the

atmosphere of midscale restaurants and a lesser 53.9 percent are satisfied with the speed of service. Over 68 percent of the adults with less than a high school education and about 67 percent of the 18 to 24 year olds reported being satisfied with the atmosphere of family style restaurants. In contrast, less than four in 10 of the 25 to 34 year olds and college graduates reported they are satisfied with the atmosphere of these eateries. Respondents age 50 to 64 (62.5 percent) and women who work full time (60.3 percent) were those most likely to be satisfied with the speed of service at family restaurants. Whereas, adults 25 to 34 years of age (45.5 percent) and those living in households of five or more (46.2 percent) were among those least likely to be satisfied with service speed at moderately priced family restaurants.

SATISFACTION WITH MODERATELY PRICED
FAMILY RESTAURANTS

	Mean value	Percent satisfied*
Convenience--because respondent didn't have to prepare the food	4.32	78.4%
Location convenience	4.04	70.8
Speed of service	3.97	66.1
Cleanliness	3.96	67.3
Attitude of service	3.95	65.5
Price paid for value received	3.90	66.7
Food quality	3.85	63.4
Variety of food and beverages offered	3.73	57.8
Atmosphere	3.67	53.9

*Proportion who are very satisfied or satisfied.

Note: Means are based on a 5 point scale where 5 represents very satisfied and 1 represents very dissatisfied.

SECTION V:
CIRCUMSTANCES UNDER WHICH CONSUMERS PATRONIZE FAST FOOD AND MODERATELY PRICED FAMILY RESTAURANTS

SATISFACTION WITH MODERATELY PRICED FAMILY RESTAURANTS

PROPORTION SAYING THEY ARE VERY SATISFIED OR SATISFIED WITH...

	Cleanliness	Food quality	Variety of food and beverages	Speed of service	Atmosphere	Location convenience	Price paid for value received	Attitude of servers	Convenience because didn't prepare
Sex									
Male	74.3	66.5	64.6	49.5	57.2	66.1	61.4	66.7	75.7
Female	67.6	66.7	66.2	57.6	58.2	66.0	65.2	67.8	80.8
Age									
18-24 years	75.8	73.5	70.3	49.8	66.7	60.7	53.9	65.8	79.5
25-34 years	71.8	68.4	64.4	45.5	39.1	65.2	63.6	65.4	81.4
35-49 years	68.2	62.7	62.7	53.0	50.6	63.9	76.6	69.1	77.2
50-64 years	68.9	64.5	69.6	62.5	63.9	70.0	65.9	68.9	76.7
65 years or over	72.1	67.0	62.2	58.8	61.6	67.7	65.0	68.0	76.9
Marital status									
Married	72.9	66.1	65.3	55.0	58.1	66.2	64.3	69.8	77.5
Single	66.8	67.5	65.3	51.0	57.0	65.5	61.3	63.0	80.0
Household size									
One	64.1	64.1	63.3	54.4	51.5	67.9	65.4	61.6	77.2
Two	74.6	67.0	68.5	58.9	61.3	68.5	64.6	71.0	77.9
Three or four	70.5	67.8	62.6	51.3	56.8	62.7	61.5	65.7	78.7
Five or more	70.4	66.8	68.2	46.2	58.7	65.9	62.8	67.7	80.7
Annual household income									
Under $15,000	72.1	71.0	64.7	54.2	64.9	62.2	60.3	71.2	77.9
$15,000-$19,999	70.8	61.8	63.9	52.1	59.7	67.4	63.9	66.0	75.7
$20,000-$29,999	76.5	72.9	71.8	58.1	61.9	69.2	64.8	69.8	85.8
$30,000 or more	67.7	59.5	60.3	49.0	49.4	66.5	65.2	63.5	76.6
Female employment									
Full time	66.7	69.3	69.0	60.3	58.0	69.3	69.0	65.3	83.3
Part time	67.2	65.0	67.9	51.1	54.0	69.3	59.9	68.6	83.9
Not employed	68.5	66.6	64.0	58.0	59.9	62.5	64.2	69.0	77.8

SATISFACTION WITH MODERATELY PRICED FAMILY RESTAURANTS

PROPORTION SAYING THEY ARE VERY SATISFIED OR SATISFIED WITH...

	Cleanliness	Food quality	Variety of food and beverages	Speed of service	Atmosphere	Location convenience	Price paid for value received	Attitude of servers	Convenience because didn't prepare
Region									
East	67.4	67.7	64.4	53.8	55.1	66.4	66.7	66.7	81.5
Midwest	75.7	65.9	65.0	54.7	58.9	66.4	61.6	66.7	74.0
South	70.7	67.8	70.0	55.7	60.4	68.2	62.9	68.2	82.5
West	69.4	64.7	0.6	50.2	55.8	61.8	62.5	67.5	74.4
Education									
College graduate	66.9	56.3	55.9	49.7	39.7	65.6	64.1	61.6	73.4
High school graduate	71.5	69.1	66.5	53.9	60.0	76.2	63.0	69.1	81.8
Less than high school graduate	73.1	68.9	70.7	57.7	68.6	66.9	63.9	68.6	73.1
Number of times eat out in an average week									
Never	62.7	56.6	55.6	48.0	58.1	59.1	54.8	60.6	65.6
Once	74.3	74.7	70.7	58.2	61.7	67.6	68.2	70.7	82.1
Two to three	72.3	66.8	66.0	56.4	56.6	70.8	63.9	66.4	81.0
Four or more	71.0	63.6	65.7	48.8	54.0	63.3	63.3	70.1	81.2
Frequency of eating at moderately priced family restaurants									
More than once/week	83.0	71.5	68.0	62.5	56.0	80.0	75.5	81.0	86.0
About once a week	75.5	72.7	66.3	59.6	58.6	72.9	67.3	69.4	85.5
Once every 2-3 weeks	71.3	70.0	70.2	53.2	50.7	63.3	64.1	54.7	80.9
About once a month	71.3	62.0	66.3	57.6	63.2	66.5	67.8	68.8	80.5
Less than once/month	67.7	70.5	67.7	44.9	63.8	60.8	53.2	69.5	71.9
Never	20.0	13.4	16.6	13.3	8.3	18.3	15.0	18.3	20.0

CIRCUMSTANCES UNDER WHICH CONSUMERS PATRONIZE FAST FOOD AND MODERATELY PRICED FAMILY RESTAURANTS

The reason a consumer chooses to patronize one type of establishment rather than another is of interest to restaurateurs. To gain an understanding of why consumers choose to visit fast food and moderately priced family restaurants survey respondents were asked to indicate under what circumstances they visit each of these types of establishments rather than another kind of restaurant.

Consumers visit fast food restaurants because they meet their need for convenience. This interest in convenience takes many forms, but is most often associated with time pressures. Just over one-half of the adults surveyed said they patronize fast food restaurants when they are in a hurry and need a quick meal. Another 11.6 percent mentioned being away from home shopping or traveling as their reason for eating at fast food restaurants and one in 10 said they visit fast food places for unspecified convenience-related reasons.

Convenience has much less of an influence on consumers' decisions to patronize moderately priced family style restaurants. Just five percent of the adults surveyed said they go to moderately priced family restaurants when they are in a hurry. Rather, consumers' visits to moderately priced family restaurants are more discretionary than those to fast food places. When dining with family, when looking for an affordable meal and for special celebrations are the most common reasons given for patronizing a moderately priced family style restaurant. Of all the adults questioned, 14 percent said they eat at moderately priced restaurants when they are dining with the family and 12 percent do so when they want an affordable/lower priced meal. Special occasions, such as birthdays and holidays, are the circumstances under which 11 percent of the respondents visit moderately priced family style restaurants.

CIRCUMSTANCES UNDER WHICH CONSUMERS
PATRONIZE MODERATELY PRICED
FAMILY RESTAURANTS

Circumstances	Proportion of Respondents
When dining with family	14%
When want affordable/lower-priced food	12
On special occasions	11
Good food quality	9
Better atmosphere/more relaxing	9
Just to go out	9
When I don't feel like cooking	8
When dining with friends	7
Convenient location	6
When in a hurry	5
Menu selection/more variety	5
To get away from fast food	4
When want to sit down and be served	3
When have extra money	3
For a weekend meal	2
When out of town	2
Never eat a meal out	2
When going out for lunch	2
Business meetings	1

CIRCUMSTANCES UNDER WHICH CONSUMERS
PATRONIZE FAST FOOD RESTAURANTS

Circumstances	Proportion of Respondents
In a hurry/need a quick meal	52%
Away from home shopping/traveling	12
Unspecified convenience	11
When short of cash	8
Taking children out to eat	8
Don't want to cook	8
Don't like/eat at fast food restaurants	5
On impulse/spur of the moment	3
Convenient location	3
Food is good	2
If nothing else is available	2
Don't want to get dressed up	*

* less than one-half of one percent

DETAILED TABLES

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
CLEANLINESS

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	154
WEIGHTED BASE	1619	762	858	1414	204	219	376	421	296	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	371	171	200	323	48	32	72	108	76	80	244	126	55	152	133	29
	22.9	22.4	23.3	22.8	23.5	14.6	19.1	25.7	25.7	27.2	23.0	22.9	23.2	25.9	23.4	13.0
4	483	229	253	434	49	58	114	135	95	78	336	147	66	144	192	79
	29.8	30.1	29.5	30.7	24.0	26.5	30.3	32.1	32.1	26.5	31.6	26.7	27.8	24.5	33.7	35.4
3	455	214	240	391	63	75	134	126	61	55	286	168	58	154	173	70
	28.1	28.1	28.0	27.7	30.9	34.2	35.6	29.9	20.6	18.7	26.9	30.5	24.5	26.2	30.4	31.4
2	132	68	64	114	18	34	40	20	16	22	76	56	21	45	37	29
	8.2	8.9	7.5	8.1	8.8	15.5	10.6	4.8	5.4	7.5	7.1	10.2	8.9	7.7	6.5	13.0
1	57	26	31	48	9	8	10	20	12	4	37	16	14	21	14	8
	3.5	3.4	3.6	3.4	4.4	3.7	2.7	4.8	4.1	1.4	3.5	2.9	5.9	3.6	2.5	3.6
DON'T KNOW	122	53	69	105	17	13	6	11	36	55	85	37	23	71	21	7
	7.5	7.0	8.0	7.4	8.3	5.9	1.6	2.6	12.2	18.7	8.0	6.7	9.7	12.1	3.7	3.1
MEAN	3.65	3.64	3.67	3.66	3.58	3.35	3.54	3.71	3.80	3.87	3.69	3.61	3.59	3.70	3.72	3.43

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0001

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
CLEANLINESS

	TOTAL	EDUCATION: COLLEGE GRAD	EDUCATION: HIGH SCHOOL GRAD	EDUCATION: LESS THAN HIGH SCHOOL	ANNUAL HOUSEHOLD INCOME: $30000 & OVER	ANNUAL HOUSEHOLD INCOME: $20K - $29999	ANNUAL HOUSEHOLD INCOME: $15M - $19999	ANNUAL HOUSEHOLD INCOME: UNDER $15000	EMPLOYMENT STATUS OF WOMEN INTERVIEWED: FULL TIME	EMPLOYMENT STATUS OF WOMEN INTERVIEWED: PART TIME	EMPLOYMENT STATUS OF WOMEN INTERVIEWED: NOT EMPLOYED	NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK: NONE	NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK: ONE	NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK: TWO OR THREE	NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK: FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	87	194	198	79	224	147	301	331	226
WEIGHTED BASE	1019	320	957	338	526	344	144	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION															
5	371	56	201	111	87	84	33	102	64	20	115	58	133	108	72
	22.9	17.5	21.0	32.8	16.5	24.4	22.9	27.9	21.3	14.6	27.4	20.8	27.1	20.7	22.2
4	483	109	289	85	180	88	44	100	82	45	126	78	161	148	94
	29.8	34.1	30.2	25.1	34.2	25.6	30.6	27.4	27.3	32.8	30.1	28.0	32.8	28.4	29.0
3	455	95	305	56	182	104	36	88	103	51	86	80	112	152	100
	28.1	29.7	31.9	16.0	34.6	30.2	25.0	24.1	34.3	37.2	20.5	28.7	22.8	31.1	30.9
2	132	27	80	25	41	27	15	32	23	11	30	13	39	49	31
	8.2	8.4	8.4	7.4	7.8	7.8	10.4	8.8	7.7	8.0	7.2	4.7	7.9	9.4	9.6
1	57	11	33	13	19	14	5	12	15	5	11	15	18	13	8
	3.5	3.4	3.4	3.8	3.6	4.1	3.5	3.3	5.0	3.6	2.5	5.4	3.7	2.5	2.5
DON'T KNOW	122	22	48	50	16	27	10	31	14	5	50	36	27	41	17
	7.5	6.9	5.0	14.8	3.0	7.8	6.9	8.5	4.7	3.6	11.9	12.9	5.5	7.9	5.2
MEAN	3.65	3.58	3.60	3.89	3.54	3.63	3.64	3.74	3.55	3.48	3.83	3.62	3.76	3.60	3.63

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0002

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
CLEANLINESS

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	405	81	325	411	254	157	485	331	154	317	83	234	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	371	81	11	69	95	53	41	121	92	29	74	20	54	88	99	184
	22.9	20.0	13.6	21.2	23.1	20.9	26.1	24.9	27.8	18.8	23.3	24.1	23.1	20.0	18.5	28.6
4	483	130	30	100	145	89	57	117	84	33	90	22	67	116	180	187
	29.8	32.1	37.0	30.8	35.3	35.0	36.3	24.1	25.4	21.4	28.4	26.5	28.6	26.4	33.6	29.0
3	455	125	26	99	101	70	31	141	81	61	88	16	72	143	156	156
	28.1	30.9	32.1	30.5	24.6	27.6	19.7	29.1	24.5	39.6	27.8	19.3	30.8	32.5	29.2	24.2
2	132	27	3	23	33	23	11	49	35	14	21	10	11	36	41	54
	8.2	6.7	3.7	7.1	8.5	9.1	7.0	10.1	10.6	9.1	6.6	12.0	4.7	8.2	7.7	8.4
1	57	19	5	14	9	7	2	13	8	5	17	4	13	17	25	16
	3.5	4.7	6.2	4.3	2.2	2.8	1.3	2.7	2.4	3.2	5.4	4.8	5.6	3.9	4.7	2.5
DON'T KNOW	122	25	5	20	27	13	15	43	30	13	27	11	16	40	34	48
	7.5	6.2	6.2	6.2	6.6	5.1	9.6	8.9	9.1	8.4	8.5	13.3	6.8	9.1	6.4	7.5
MEAN	3.65	3.59	3.52	3.61	3.73	3.65	3.87	3.64	3.72	3.47	3.63	3.61	3.64	3.56	3.57	3.79

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0003

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
CLEANLINESS

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION													
5	371	111	105	77	32	37	2	44	111	78	83	44	5
	22.9	26.8	26.5	27.1	19.6	17.5	1.9	22.0	25.9	20.7	25.7	21.3	8.3
4	483	119	144	78	55	71	11	57	125	121	99	66	13
	29.8	28.7	36.4	27.5	33.7	33.5	10.6	28.5	29.2	32.2	30.7	31.9	21.7
3	455	122	111	91	60	60	9	47	123	116	98	59	10
	28.1	29.5	28.0	32.0	36.8	28.3	8.7	23.5	28.7	30.9	30.3	28.5	16.7
2	132	48	28	22	10	24	1	24	34	36	24	12	3
	8.2	11.6	7.1	7.7	6.1	11.3	1.0	12.0	7.9	9.6	7.4	5.8	5.0
1	57	10	8	11	4	4	17	14	11	10	12	2	6
	3.5	2.4	2.0	3.9	2.5	1.9	16.3	7.0	2.6	2.7	3.7	1.0	10.0
DON'T KNOW	122	4		5	2	16	64	15	26	15	6	24	23
	7.5	1.0		1.8	1.2	7.5	61.5	7.5	6.1	4.0	1.9	11.6	38.3
MEAN	3.65	3.67	3.78	3.67	3.63	3.58	2.50	3.50	3.72	3.61	3.69	3.75	3.22

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0090

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
FOOD QUALITY

5

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	134
WEIGHTED BASE	1619	762	858	1414	204	219	376	421	296	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	209	86	123	173	36	20	25	46	51	66	133	76	35	93	58	24
	12.9	11.3	14.3	12.2	17.6	9.1	6.6	10.9	17.2	22.4	12.5	13.8	14.8	15.8	10.2	10.8
4	398	157	240	360	37	54	84	104	77	73	262	135	59	139	149	48
	24.6	20.6	28.0	25.5	18.1	24.7	22.3	24.7	26.0	24.8	24.6	24.5	24.9	23.7	26.2	21.5
3	519	274	246	450	69	87	144	143	82	62	346	174	57	164	205	93
	32.1	36.0	28.7	31.8	33.8	39.7	38.3	34.0	27.7	21.1	32.5	31.6	24.1	27.9	36.0	41.7
2	272	137	135	245	26	35	91	82	36	27	178	94	42	82	105	44
	16.8	18.0	15.7	17.3	12.7	16.0	24.2	19.5	12.2	9.2	16.7	17.1	17.7	14.0	18.5	19.7
1	108	53	53	88	20	17	26	35	16	9	67	37	23	40	32	12
	6.7	7.2	6.2	6.2	9.8	7.8	6.9	8.3	5.4	3.1	6.3	6.7	9.7	6.8	5.6	5.4
DON'T KNOW	114	53	61	98	16	6	7	11	33	57	78	36	21	69	21	3
	7.0	7.0	7.1	6.9	7.8	2.7	1.9	2.6	11.1	19.4	7.3	6.5	8.9	11.8	3.7	1.3
MEAN	3.22	3.12	3.31	3.22	3.23	3.12	2.98	3.11	3.42	3.68	3.22	3.23	3.19	3.31	3.17	3.13

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0005

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
FOOD QUALITY

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COLLEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20K - $29999	$15K - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	87	194	198	79	224	147	301	331	226
WEIGHTED BASE	1619	320	957	338	526	344	144	385	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION															
5	209	15	103	91	23	45	19	72	28	11	84	48	74	50	37
	12.9	4.7	10.8	26.9	4.4	13.1	13.2	19.7	9.3	8.0	20.0	17.2	15.1	9.6	11.4
4	398	65	241	90	127	76	35	107	76	38	125	76	122	127	73
	24.6	20.3	25.2	26.6	24.1	22.1	24.3	29.3	25.3	27.7	29.8	27.2	24.8	24.4	22.5
3	519	114	337	67	204	107	51	92	98	57	90	61	164	188	105
	32.1	35.6	35.2	19.8	38.8	31.1	35.4	25.2	32.7	41.6	21.5	21.9	33.4	36.1	32.4
2	272	70	169	34	115	58	22	51	57	17	60	43	78	82	59
	16.8	21.9	17.7	10.1	21.9	16.9	15.3	14.0	19.0	12.4	14.3	15.4	15.9	15.7	21.3
1	108	36	61	10	44	32	8	15	30	9	15	15	29	38	23
	6.7	11.3	6.4	3.0	8.4	9.3	5.6	4.1	10.0	6.6	3.6	5.4	5.9	7.3	7.1
DON'T KNOW	114	20	46	46	13	26	10	29	11	5	45	35	24	36	16
	7.0	6.3	4.8	13.6	2.5	7.6	6.9	7.9	3.7	3.6	10.7	12.9	4.9	6.9	4.9
MEAN	3.22	2.84	3.17	3.75	2.94	3.14	3.26	3.50	3.05	3.19	3.54	3.41	3.29	3.14	3.10

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0006

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
FOOD QUALITY

7

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	405	81	325	411	254	157	485	331	154	317	83	236	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	209	49	5	44	50	29	22	76	59	17	33	12	22	45	57	106
	12.9	12.1	6.2	13.5	12.2	11.4	14.0	15.7	17.8	11.0	10.4	14.5	9.4	10.2	10.7	16.5
4	398	90	13	77	129	84	45	107	81	26	72	23	49	102	132	163
	24.6	22.2	16.0	23.7	31.4	33.1	28.7	22.1	24.5	16.9	22.7	27.7	20.9	23.2	24.7	25.3
3	519	148	30	118	125	77	48	137	72	65	109	25	84	154	171	194
	32.1	36.5	37.0	36.3	30.4	30.3	30.6	28.2	21.8	42.2	34.4	30.1	35.9	35.0	32.0	30.1
2	272	64	16	47	67	44	23	90	64	26	52	12	40	61	108	103
	16.8	15.8	19.8	14.5	16.3	17.3	14.6	18.6	19.3	16.9	16.4	14.5	17.1	13.9	20.2	16.0
1	108	31	12	19	18	11	7	30	23	7	28	5	23	41	40	27
	6.7	7.7	14.8	5.8	4.4	4.3	4.5	6.2	6.9	4.5	8.8	6.0	9.8	9.3	7.5	4.2
DON'T KNOW	114	23	5	19	21	9	13	46	32	13	23	8	15	38	26	50
	7.0	5.7	6.2	5.8	5.1	3.5	8.3	9.5	9.7	8.4	7.3	9.6	6.4	8.6	4.9	7.8
MEAN	3.22	3.16	2.78	3.26	3.32	3.31	3.36	3.25	3.30	3.14	3.10	3.32	3.03	3.12	3.11	3.37

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0007

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
FOOD QUALITY

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION													
5	209	56	60	48	20	20		21	52	51	51	32	2
	12.9	13.5	15.2	16.9	12.3	9.4		10.5	12.1	13.6	15.8	15.5	3.3
4	398	110	108	73	42	58	2	41	120	90	80	51	10
	24.6	26.6	27.3	25.7	25.8	27.4	1.9	20.5	28.0	23.9	24.8	24.6	16.7
3	519	143	154	110	57	46	9	61	135	135	110	63	12
	32.1	34.5	38.9	38.7	35.0	21.7	8.7	30.5	31.5	35.9	34.1	30.4	20.0
2	272	78	61	40	32	55	4	41	75	67	50	33	5
	16.8	18.8	15.4	14.1	19.6	25.9	3.8	20.5	17.5	17.8	15.5	15.9	8.3
1	108	24	12	13	9	22	25	20	22	19	27	11	7
	6.7	5.8	3.0	4.6	5.5	10.4	24.0	10.0	5.1	5.1	8.4	5.3	11.7
DON'T KNOW	114	4	1	1	2	11	64	15	25	15	5	18	23
	7.0	1.0	.3	.4	1.2	5.2	61.5	7.5	5.8	4.0	1.5	8.7	38.3
MEAN	3.22	3.23	3.36	3.36	3.20	3.00	1.70	3.01	3.26	3.24	3.25	3.32	2.86

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0091

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
VARIETY OF FOOD & BEVERAGES OFFERED

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	154
WEIGHTED BASE	1619	762	858	1414	204	219	376	421	296	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	247	93	154	215	33	25	42	66	49	64	167	80	34	107	71	36
	15.3	12.2	17.9	15.2	16.2	11.4	11.2	15.7	16.6	21.8	15.7	14.5	14.3	18.2	12.5	16.1
4	357	146	211	316	41	56	74	78	81	64	232	125	43	131	133	49
	22.1	19.2	24.6	22.3	20.1	25.6	19.7	18.5	27.4	21.8	21.8	22.7	18.1	22.3	23.4	22.0
3	493	255	238	433	60	88	131	135	66	71	322	170	71	160	190	71
	30.5	33.5	27.7	30.6	29.4	40.2	34.8	32.1	22.3	24.1	30.3	30.9	30.0	27.3	33.4	31.8
2	284	158	126	253	31	32	89	91	44	29	186	98	46	84	105	49
	17.5	20.7	14.7	17.9	15.2	14.6	23.7	21.6	14.9	9.9	17.5	17.8	19.4	14.3	18.5	22.0
1	120	54	66	94	25	12	35	40	21	6	72	44	21	34	50	14
	7.4	7.1	7.7	6.6	12.3	5.5	9.3	9.5	7.1	2.0	6.8	8.0	8.9	5.8	8.8	6.3
DON'T KNOW	118	55	62	103	15	6	4	11	35	60	84	34	23	72	20	3
	7.3	7.2	7.2	7.3	7.4	2.7	1.1	2.6	11.8	20.4	7.9	6.2	9.7	12.3	3.5	1.3
MEAN	3.22	3.09	3.33	3.23	3.14	3.23	3.00	3.10	3.36	3.65	3.24	3.19	3.11	3.37	3.13	3.20

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0009

10

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
VARIETY OF FOOD & BEVERAGES OFFERED

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COLLEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20K - $29999	$15K - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	87	194	198	79	224	147	301	331	226
WEIGHTED BASE	1519	320	957	338	526	344	144	365	300	137	419	279	491	521	326
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION															
5	247	23	130	94	42	54	18	87	46	13	95	39	98	55	46
	16.3	7.2	13.6	27.8	8.0	15.7	12.5	23.8	15.3	9.5	22.7	13.9	20.0	12.5	14.2
4	357	56	231	70	119	56	45	73	69	34	107	75	106	136	69
	23.1	17.5	24.1	20.7	22.6	16.3	31.3	20.0	23.0	24.8	25.5	27.2	21.6	26.3	21.3
3	493	93	320	77	182	107	31	104	91	39	108	75	140	190	87
	32.5	29.1	33.4	22.8	34.6	31.1	21.5	28.5	30.3	28.5	25.9	27.2	28.5	36.5	26.9
2	284	96	157	31	116	59	33	56	47	35	44	37	85	86	76
	17.5	30.0	16.4	9.2	22.1	17.2	22.9	15.3	15.7	25.5	10.5	13.3	17.3	16.5	23.5
1	120	33	71	16	53	38	7	15	38	12	16	12	38	37	30
	7.4	10.3	7.4	4.7	10.1	11.0	4.9	4.1	12.7	8.8	3.8	4.3	7.7	7.1	9.3
DON'T KNOW	118	19	48	49	13	29	10	29	10	5	48	43	24	37	15
	7.3	5.9	5.0	14.5	2.5	8.4	6.9	7.9	3.3	3.6	11.5	14.3	4.9	7.1	4.6
MEAN	3.22	2.80	3.21	3.68	2.96	3.09	3.25	3.43	3.13	3.01	3.63	3.38	3.30	3.16	3.38

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0010

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
VARIETY OF FOOD & BEVERAGES OFFERED

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	33	145	287	336	385
WEIGHTED BASE	1619	405	81	325	411	254	157	485	331	154	317	83	234	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	247	59	8	51	50	26	23	97	79	18	42	19	23	53	62	132
	15.3	14.6	9.9	15.7	12.2	10.2	15.9	20.0	23.9	11.7	13.2	22.9	9.8	12.0	11.6	20.5
4	357	90	17	74	105	68	37	95	66	30	66	21	45	93	105	159
	22.1	22.2	21.0	22.8	25.5	26.8	23.6	19.6	19.9	19.5	20.8	25.3	19.2	21.1	19.6	24.7
3	493	147	26	121	127	86	41	119	78	41	100	10	90	141	180	172
	30.5	36.3	32.1	37.2	30.9	33.9	26.1	24.5	23.6	26.6	31.5	12.0	38.5	32.0	33.6	26.7
2	284	63	16	47	76	49	27	88	54	34	57	21	37	79	107	97
	17.5	15.6	19.8	14.5	18.5	19.3	17.2	18.1	16.3	22.1	18.0	25.3	15.8	18.0	20.0	15.1
1	120	23	10	13	30	15	15	36	21	14	32	5	27	36	53	31
	7.4	5.7	12.3	4.0	7.3	5.9	9.6	7.4	6.3	9.1	10.1	6.0	11.5	8.2	9.9	4.8
DON'T KNOW	118	23	5	19	23	10	13	51	33	18	21	8	13	37	27	33
	7.3	5.7	6.2	5.8	5.6	3.9	8.3	10.5	10.0	11.7	6.6	9.6	5.6	8.4	5.0	8.2
MEAN	3.22	3.26	2.96	3.34	3.18	3.17	3.21	3.30	3.43	3.03	3.10	3.37	3.00	3.12	3.03	3.45

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0011

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
VARIETY OF FOOD & BEVERAGES OFFERED

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION													
5	247	84	64	42	21	26	5	27	59	58	54	43	2
	15.3	20.3	16.2	14.8	12.9	12.3	4.8	13.5	13.8	15.4	16.7	20.8	3.3
4	357	87	100	74	41	41	6	38	108	76	68	52	10
	22.1	21.0	25.3	26.1	25.2	19.3	5.8	19.0	25.2	20.2	21.1	25.1	16.7
3	493	118	145	106	53	64	7	55	123	130	117	54	12
	30.5	28.5	36.6	37.3	32.5	30.2	6.7	27.5	28.7	34.6	36.2	26.1	20.0
2	284	89	60	48	25	54	7	41	80	77	47	32	7
	17.5	21.5	15.2	16.9	15.3	25.5	6.7	20.5	18.7	20.5	14.6	15.5	11.7
1	120	32	26	14	15	15	16	23	31	22	29	7	6
	7.4	7.7	6.6	4.9	9.2	7.1	15.4	11.5	7.2	5.9	9.0	3.4	10.0
DON'T KNOW	118	4			7	11	64	16	26	13	7	19	23
	7.3	1.0			4.3	5.2	61.5	8.0	6.1	3.5	2.2	9.2	38.3
MEAN	3.22	3.25	3.29	3.29	3.18	3.05	2.44	3.03	3.21	3.20	3.23	3.49	2.86

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0092

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
SPEED OF SERVICE

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MAR-RIED	NOT MAR-RIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	154
WEIGHTED BASE	1619	762	858	1414	204	219	376	421	246	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	472	206	266	425	47	54	83	126	97	109	300	172	89	190	134	59
	29.2	27.0	31.0	30.1	23.0	24.7	22.1	29.9	32.8	37.1	28.2	31.2	37.6	32.4	23.6	26.5
4	524	244	280	476	46	80	140	146	92	61	350	173	63	154	222	82
	32.4	32.0	32.6	33.7	22.5	36.5	37.2	34.7	31.1	20.7	32.9	31.4	26.6	26.2	39.0	36.8
3	315	163	152	267	48	49	91	85	54	35	209	106	32	116	113	55
	19.5	21.4	17.7	18.9	23.5	22.4	24.2	20.2	18.2	11.9	19.7	19.2	13.5	19.8	19.9	24.7
2	125	59	66	96	29	22	33	37	12	20	80	45	21	33	59	11
	7.7	7.7	7.7	6.8	14.2	10.0	8.8	8.8	4.1	6.8	7.5	8.2	8.9	5.6	10.4	4.9
1	63	33	30	46	17	6	25	15	8	5	38	21	11	19	20	13
	3.9	4.3	3.5	3.3	8.3	2.7	6.6	3.6	2.7	1.7	3.6	3.8	4.6	3.2	3.5	5.8
DON'T KNOW	121	57	64	104	17	8	4	12	32	64	86	35	22	75	21	3
	7.5	7.5	7.5	7.4	8.3	3.7	1.1	2.9	10.8	21.8	8.1	6.4	9.3	12.8	3.7	1.3
MEAN	3.81	3.75	3.86	3.87	3.41	3.73	3.60	3.81	3.98	4.08	3.81	3.83	3.92	3.90	3.71	3.74

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0013

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
SPEED OF SERVICE

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20K - $29999	$15K - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1308	250	620	135	369	216	87	194	198	79	224	147	301	331	226
WEIGHTED BASE	1519	320	957	338	526	344	144	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION															
5	472	93	259	120	150	97	45	132	105	27	134	88	139	145	97
	29.2	29.1	27.1	35.5	28.5	28.2	31.3	36.2	35.0	19.7	32.0	31.5	28.3	27.8	29.9
4	524	109	333	79	195	99	46	94	89	56	133	91	165	169	99
	32.4	34.1	34.8	23.4	37.1	28.8	31.9	25.8	29.7	40.9	31.7	32.6	33.6	32.4	30.6
3	315	60	204	51	103	78	20	70	44	32	77	36	100	101	78
	19.5	18.8	21.3	15.1	19.6	22.7	13.9	19.2	14.7	23.4	18.4	12.9	20.4	19.4	24.1
2	125	27	74	24	40	30	16	25	33	12	20	15	37	50	23
	7.7	8.4	7.7	7.1	7.6	8.7	11.1	6.8	11.0	8.8	4.8	5.4	7.5	9.6	7.1
1	63	10	42	11	24	15	7	10	17	5	8	8	22	21	12
	3.9	3.1	4.4	3.3	4.6	4.4	4.9	2.7	5.7	3.6	1.9	2.9	4.5	4.0	3.7
DON'T KNOW	121	20	45	54	13	25	11	34	11	5	49	40	29	35	16
	7.5	6.3	4.7	16.0	2.5	7.3	7.6	9.3	3.7	3.6	11.7	14.3	5.9	6.7	4.9
MEAN	3.81	3.83	3.76	3.96	3.79	3.73	3.79	3.95	3.81	3.67	3.98	3.99	3.78	3.76	3.80

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0014

15

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
SPEED OF SERVICE

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	405	81	325	411	254	157	485	331	154	317	83	236	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	472	104	18	86	135	84	52	131	93	36	101	37	64	129	135	208
	29.2	25.7	22.2	26.5	32.8	33.1	33.1	27.0	28.7	23.4	31.9	44.6	27.4	29.3	25.2	32.3
4	524	153	31	122	114	69	44	154	96	58	103	26	77	126	191	206
	32.4	37.8	38.3	37.5	27.7	27.2	28.0	31.8	29.0	37.7	32.5	31.3	32.9	28.6	35.7	32.0
3	315	70	12	58	93	55	39	91	67	24	61	10	51	87	116	112
	19.5	17.3	14.8	17.8	22.6	21.7	24.8	18.8	20.2	15.6	19.2	12.0	21.8	19.8	21.7	17.4
2	125	37	9	28	32	26	5	33	19	14	23	3	20	42	41	42
	7.7	9.1	11.1	8.6	7.8	10.2	3.2	6.8	5.7	9.1	7.3	3.6	8.5	9.5	7.7	6.5
1	63	15	3	12	15	10	5	25	19	5	8		8	19	20	24
	3.9	3.7	3.7	3.7	3.6	3.9	3.2	5.2	5.7	3.2	2.5		3.4	4.3	3.7	3.7
DON'T KNOW	121	25	6	19	22	10	13	52	36	17	22	8	14	37	31	53
	7.5	6.2	7.4	5.8	5.4	3.9	8.3	10.7	10.9	11.0	6.9	9.6	6.0	8.4	5.8	8.2
MEAN	3.81	3.78	3.71	3.79	3.83	3.78	3.92	3.77	3.77	3.77	3.90	4.28	3.77	3.75	3.76	3.90

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0015

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
SPEED OF SERVICE

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619 100.0	414 100.0	396 100.0	284 100.0	163 100.0	212 100.0	104 100.0	200 100.0	428 100.0	376 100.0	323 100.0	207 100.0	60 100.0
SATISFACTION													
5	472 29.2	133 32.1	133 33.6	82 28.9	48 29.4	53 25.0	8 7.7	58 29.0	133 31.1	115 30.6	104 32.2	47 22.7	10 16.7
4	524 32.4	135 32.6	152 38.4	100 35.2	50 30.7	78 36.8	8 7.7	70 35.0	142 33.2	125 33.2	93 28.8	76 36.7	12 20.0
3	315 19.5	84 20.3	77 19.4	60 21.1	39 23.9	43 20.3	12 11.5	32 16.0	86 20.1	69 18.4	74 22.9	47 22.7	7 11.7
2	125 7.7	33 8.0	27 6.8	31 10.9	14 8.6	18 8.5	2 1.9	17 8.5	23 5.4	35 9.3	35 10.8	11 5.3	3 5.0
1	63 3.9	24 5.8	5 1.3	12 4.2	10 6.1	3 1.4	9 8.7	8 4.0	16 3.7	18 4.8	13 4.0	5 2.4	2 3.3
DON'T KNOW	121 7.5	5 1.2	1 .3		2 1.2	17 8.0	65 62.5	14 7.0	28 6.5	14 3.7	4 1.2	21 10.1	26 43.3
MEAN	3.81	3.78	3.97	3.73	3.70	3.82	3.10	3.83	3.88	3.78	3.75	3.80	3.74

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0093

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
ATMOSPHERE

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	134
WEIGHTED BASE	1619	762	858	1414	204	219	376	421	296	294	1063	551	237	587	369	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	200	82	119	167	34	17	33	40	51	59	147	53	20	90	69	21
	12.4	10.8	13.9	11.8	16.7	7.8	8.8	9.5	17.2	20.1	13.8	9.6	8.4	15.3	18.1	9.4
4	324	138	186	286	37	52	68	79	57	62	221	103	41	125	103	54
	20.0	18.1	21.7	20.2	18.1	23.7	18.1	18.8	19.3	21.1	20.8	18.7	17.3	21.3	18.1	24.2
3	506	244	262	451	54	85	132	138	90	58	317	188	75	158	192	79
	31.3	32.0	30.5	31.9	26.5	38.8	35.1	32.8	30.4	19.7	29.8	34.1	31.6	26.9	33.7	35.4
2	259	141	118	225	34	31	75	88	34	31	172	87	35	74	109	41
	16.0	18.5	13.8	15.9	16.7	14.2	19.9	20.9	11.5	10.5	16.2	15.8	14.8	12.6	19.2	18.4
1	201	98	103	172	27	25	61	63	25	23	115	82	43	61	71	25
	12.4	12.9	12.0	12.2	13.2	11.4	16.2	15.0	8.4	7.8	10.8	14.9	18.1	10.4	12.5	11.2
DON'T KNOW	129	59	70	112	17	9	7	14	38	61	92	37	22	79	25	3
	8.0	7.7	8.2	7.9	8.3	4.1	1.9	3.3	12.8	20.7	8.7	6.7	9.3	13.5	4.4	1.3
MEAN	3.04	2.95	3.13	3.04	3.09	3.02	2.83	2.87	3.29	3.44	3.12	2.92	2.81	3.21	2.98	3.02

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0017

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
ATMOSPHERE

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20K - $29999	$15K - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	87	194	198	79	224	147	301	331	226
WEIGHTED BASE	1019	320	957	338	526	344	146	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION															
5	200	17	95	88	32	41	21	70	32	11	75	35	80	57	23
	12.4	5.3	9.9	26.0	6.1	11.9	14.6	19.2	10.7	8.0	17.9	12.5	17.9	10.9	6.2
4	324	42	200	80	82	67	34	83	59	27	103	78	96	85	66
	20.0	13.1	20.9	23.7	15.6	19.5	23.6	22.7	19.7	19.7	23.9	28.0	19.6	15.9	20.4
3	506	109	318	77	186	93	48	107	101	44	115	61	151	177	116
	31.3	34.1	33.2	22.8	35.4	27.0	33.3	29.3	33.7	32.1	27.4	21.9	30.8	34.0	35.8
2	259	77	164	18	113	70	9	39	50	22	46	31	81	95	52
	16.0	24.1	17.1	5.3	21.5	20.3	6.3	10.7	16.7	16.1	11.0	11.1	16.5	18.2	16.0
1	201	52	129	20	94	39	17	40	42	25	35	34	47	65	52
	12.4	16.3	13.5	5.9	17.9	11.3	11.8	11.0	14.0	18.2	8.6	12.2	9.6	12.5	16.0
DON'T KNOW	129	21	52	55	19	33	14	27	15	8	48	40	27	43	17
	8.0	6.6	5.4	16.3	3.6	9.6	9.7	7.4	5.0	5.8	11.5	14.3	5.5	8.3	5.2
MEAN	3.04	2.65	2.96	3.70	2.69	3.00	3.26	3.31	2.96	2.82	3.35	3.21	3.21	2.94	2.94

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0018

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
ATMOSPHERE

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	405	81	325	411	234	157	485	331	154	317	83	234	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	200	44	4	40	46	23	23	82	69	12	29	7	21	50	34	116
	12.4	10.9	4.9	12.3	11.2	9.1	14.6	16.9	20.8	7.8	9.1	8.4	9.0	11.4	6.4	18.0
4	324	83	17	67	84	46	38	101	68	33	55	13	42	77	96	150
	20.0	20.5	21.0	20.6	20.4	18.1	24.2	20.8	20.5	21.4	17.4	15.7	17.9	17.5	17.9	23.3
3	506	123	22	101	145	95	50	141	100	41	97	26	71	145	178	183
	31.3	30.4	27.2	31.1	35.3	37.4	31.8	29.1	30.2	26.6	30.6	31.3	30.3	33.0	33.3	28.4
2	259	75	14	60	68	49	19	56	35	21	61	14	46	61	117	82
	16.0	18.5	17.3	18.5	16.5	19.3	12.1	11.5	10.6	13.6	19.2	16.9	19.7	13.9	21.9	12.7
1	201	55	18	38	36	27	9	61	27	34	48	13	35	68	74	59
	12.4	13.6	22.2	11.7	8.8	10.6	5.7	12.6	8.2	22.1	15.1	15.7	15.0	15.5	13.8	9.2
DON'T KNOW	129	25	6	19	32	14	18	45	31	13	28	9	19	40	35	54
	8.0	6.2	7.4	5.8	7.8	5.5	11.5	9.3	9.4	8.4	8.8	10.8	8.1	9.1	6.5	8.4
MEAN	3.04	2.96	2.67	3.04	3.09	2.93	3.34	3.20	3.39	2.77	2.85	2.82	2.85	2.93	2.80	3.31

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0019

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?

20

ATMOSPHERE

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION													
5	200	46	57	45	27	18		23	61	41	41	34	1
	12.4	11.1	14.4	15.8	16.6	8.5		11.5	14.3	10.9	12.7	16.4	1.7
4	324	78	102	64	30	42	4	35	65	75	74	58	13
	20.0	18.8	25.8	22.5	18.4	19.8	3.8	17.5	15.2	19.9	22.9	28.0	21.7
3	506	158	135	92	55	58	6	54	141	124	116	53	13
	31.3	38.2	34.1	32.4	33.7	27.4	5.8	27.0	32.9	33.0	35.9	25.6	21.7
2	259	76	63	46	26	42	7	34	89	71	43	23	
	16.0	18.4	15.9	16.2	16.0	19.8	6.7	17.0	20.8	18.9	13.3	11.1	
1	201	54	30	35	18	38	24	38	42	49	44	18	7
	12.4	13.0	7.6	12.3	11.0	17.9	23.1	19.0	9.8	13.0	13.6	8.7	11.7
DON'T KNOW	129	2	8	2	6	15	64	16	30	16	5	22	26
	8.0	.5	2.0	.7	3.7	7.1	61.5	8.0	7.0	4.3	1.5	10.6	43.3
MEAN	3.04	2.97	3.24	3.13	3.14	2.80	1.76	2.84	3.04	2.97	3.08	3.36	3.03

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0094

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
LOCATION CONVENIENCE

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	134
WEIGHTED BASE	1619 100.0	762 100.0	858 100.0	1414 100.0	204 100.0	219 100.0	376 100.0	421 100.0	296 100.0	294 100.0	1063 100.0	551 100.0	237 100.0	587 100.0	569 100.0	223 100.0
SATISFACTION																
5	696 43.0	313 41.1	383 44.6	599 42.4	97 47.5	99 45.2	172 45.7	186 44.2	125 42.2	112 38.1	447 42.1	249 45.2	110 46.4	239 40.7	242 42.5	104 46.6
4	451 27.9	220 28.9	231 26.9	403 28.5	47 23.0	61 27.9	118 31.4	123 29.2	75 25.3	70 23.8	306 28.8	143 26.0	45 19.0	162 27.6	175 30.8	67 30.0
3	235 14.5	112 14.7	123 14.3	208 14.7	27 13.2	37 16.9	56 14.9	64 15.2	44 14.9	31 10.5	158 14.9	77 14.0	31 13.1	78 13.3	97 17.0	30 13.5
2	72 4.4	35 4.6	37 4.3	68 4.8	3 1.5	10 4.6	16 4.3	15 3.6	11 3.7	20 6.8	43 4.0	28 5.1	14 5.9	29 4.9	15 2.6	13 5.8
1	46 2.8	25 3.3	21 2.4	33 2.3	14 6.9	6 2.7	10 2.7	17 4.0	7 2.4	3 1.0	24 2.3	18 3.3	17 7.2	9 1.5	15 2.6	6 2.7
DON'T KNOW	120 7.4	57 7.5	63 7.3	103 7.3	17 8.3	6 2.7	4 1.1	17 4.0	34 11.5	58 19.7	84 7.9	35 6.4	21 8.9	70 11.9	25 4.4	3 1.3
MEAN	4.12	4.08	4.15	4.12	4.12	4.11	4.15	4.10	4.15	4.14	4.13	4.12	4.00	4.15	4.13	4.14

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
D021

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
LOCATION CONVENIENCE

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20K - $29999	$15K - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	87	194	198	79	224	147	301	331	226
WEIGHTED BASE	1619	320	957	338	526	344	144	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION															
5	696	134	412	151	242	164	42	161	147	62	174	104	211	211	170
	43.0	41.9	43.1	44.7	46.0	47.7	29.2	44.1	49.0	45.3	41.5	37.3	43.0	40.5	52.5
4	451	103	277	68	168	87	39	89	73	40	117	74	143	152	82
	27.9	32.2	28.9	20.1	31.9	25.3	27.1	24.4	24.3	29.2	27.9	26.5	29.1	29.2	25.3
3	235	42	148	46	70	43	41	54	52	24	47	43	67	88	40
	14.5	13.1	15.5	13.6	13.3	12.5	28.5	14.8	17.3	17.5	11.2	14.3	13.6	16.9	12.3
2	72	8	46	18	11	12	6	22	5	3	29	13	28	23	7
	4.4	2.5	4.8	5.3	2.1	3.5	4.2	6.0	1.7	2.2	6.9	4.7	5.7	4.4	2.2
1	46	9	28	9	18	11	7	10	12	3	6	11	14	11	7
	2.8	2.8	2.9	2.7	3.4	3.2	4.9	2.7	4.0	2.2	1.4	3.9	2.9	2.1	2.2
DON'T KNOW	120	24	46	47	16	26	10	29	12	5	46	37	28	36	16
	7.4	7.5	4.8	13.9	3.0	7.6	6.9	7.9	4.0	3.6	11.0	13.3	5.7	6.9	4.9
MEAN	4.12	4.17	4.10	4.14	4.19	4.20	3.76	4.10	4.17	4.17	4.14	4.02	4.10	4.39	4.31

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0022

23

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
LOCATION CONVENIENCE

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	405	81	325	411	254	157	485	331	154	317	83	234	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	696	164	34	130	175	125	50	214	156	58	143	43	100	200	232	264
	43.0	40.5	42.0	40.0	42.6	49.2	31.8	44.1	47.1	37.7	45.1	51.8	42.7	45.5	43.4	41.0
4	451	120	30	89	118	64	54	132	94	38	82	20	62	113	151	186
	27.9	29.6	37.0	27.4	28.7	25.2	34.4	27.2	28.4	24.7	25.9	24.1	26.5	25.7	28.2	28.9
3	235	60	7	53	72	39	33	59	35	24	44	9	35	59	80	96
	14.5	14.8	8.6	16.3	17.5	15.4	21.0	12.2	10.6	15.6	13.9	10.8	15.0	13.4	15.0	14.9
2	72	21	3	19	15	10	5	20	10	10	15	4	12	17	22	32
	4.4	5.2	3.7	5.8	3.6	3.9	3.2	4.1	3.0	6.5	4.7	4.8	5.1	3.9	4.1	5.0
1	46	17	3	14	7	5	2	10	1	9	12	1	11	10	21	15
	2.8	4.2	3.7	4.3	1.7	2.0	1.3	2.1	.3	5.8	3.8	1.2	4.7	2.3	3.9	2.3
DON'T KNOW	120	23	5	19	24	11	14	50	34	16	22	8	14	40	28	51
	7.4	5.7	6.2	5.8	5.8	4.3	8.9	10.3	10.3	10.4	6.9	9.6	6.0	9.1	5.2	7.9
MEAN	4.12	4.03	4.16	3.99	4.13	4.21	4.01	4.20	4.33	3.91	4.11	4.30	4.04	4.19	4.09	4.10

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0023

24

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
LOCATION CONVENIENCE

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION													
5	696	218	199	125	61	78	9	96	196	172	121	95	13
	43.0	52.7	50.3	44.0	37.4	36.8	8.7	48.0	45.8	45.7	37.5	45.9	21.7
4	451	117	121	87	59	56	9	56	117	94	114	47	18
	27.9	28.3	30.6	30.6	36.2	26.4	8.7	28.0	27.3	25.0	35.3	22.7	30.0
3	235	60	52	50	29	37	6	19	60	68	46	35	7
	14.5	14.5	13.1	17.6	17.8	17.5	5.8	9.5	14.0	18.1	14.2	16.9	11.7
2	72	12	15	11	7	18	5	9	18	11	25	9	
	4.4	2.9	3.8	3.9	4.3	8.5	4.8	4.5	4.2	2.9	7.7	4.3	
1	46	3	7	11	3	9	10	7	9	14	10	4	
	2.8	.7	1.8	3.9	1.8	4.2	9.6	3.5	2.1	3.7	3.1	1.9	
DON'T KNOW	120	4	3		4	13	65	14	28	17	6	18	23
	7.4	1.0	.8		2.5	6.1	62.5	7.0	6.5	4.5	1.9	8.7	38.3
MEAN	4.12	4.30	4.24	4.07	4.06	3.89	3.05	4.20	4.18	4.11	3.98	4.16	4.16

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0095

25

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
PRICE PAID FOR VALUE RECEIVED

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	154
WEIGHTED BASE	1619	762	858	1414	204	219	376	421	296	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	299	119	181	250	49	36	43	81	57	82	204	95	44	131	92	30
	18.5	15.6	21.1	17.7	24.0	16.4	11.4	19.2	19.3	27.9	19.2	17.2	18.6	22.3	16.2	13.5
4	448	185	263	413	35	77	112	102	85	67	295	152	59	141	182	65
	27.7	24.3	30.7	29.2	17.2	35.2	29.8	24.2	28.7	22.8	27.8	27.6	24.9	24.0	32.0	29.1
3	460	230	230	399	61	57	126	140	80	56	290	170	66	154	164	76
	28.4	30.2	26.8	28.2	29.9	26.0	33.5	33.3	27.0	19.0	27.3	30.9	27.8	26.2	28.8	34.1
2	197	116	80	172	24	28	63	59	24	17	135	58	26	56	85	29
	12.2	15.2	9.3	12.2	11.8	12.8	16.8	14.0	8.1	5.8	12.7	10.5	11.0	9.5	14.9	13.0
1	93	57	37	79	14	15	28	25	16	9	57	36	15	34	25	18
	5.7	7.5	4.3	5.6	6.9	6.8	7.4	5.9	5.4	3.1	5.4	6.5	6.3	5.8	4.4	8.1
DON'T KNOW	122	54	67	101	21	6	4	15	33	63	82	40	27	71	20	4
	7.5	7.1	7.8	7.1	10.3	2.7	1.1	3.6	11.1	21.4	7.7	7.3	11.4	12.1	3.5	1.8
MEAN	3.44	3.27	3.60	3.44	3.44	3.43	3.21	3.38	3.55	3.85	3.46	3.41	3.43	3.54	3.42	3.28

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0025

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
PRICE PAID FOR VALUE RECEIVED

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	87	194	198	79	224	147	301	331	226
WEIGHTED BASE	1619	320	957	338	526	344	144	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION															
5	299	41	164	94	67	78	15	96	54	20	106	62	92	85	61
	18.5	12.8	17.1	27.8	12.7	22.7	10.4	26.3	18.0	14.6	25.3	22.2	18.7	16.3	18.8
4	448	98	260	89	162	81	55	92	89	49	123	68	144	144	92
	27.7	30.6	27.2	26.3	30.8	23.5	38.2	25.2	29.7	35.8	29.4	24.4	29.3	27.6	28.4
3	460	101	286	71	168	96	36	105	97	40	93	61	138	164	94
	28.4	31.6	29.9	21.0	31.9	27.9	25.0	28.8	32.3	29.2	22.2	21.9	28.1	31.5	29.0
2	197	40	139	18	77	43	17	25	28	21	32	26	68	58	44
	12.2	12.5	14.5	5.3	14.6	12.5	11.8	6.8	9.3	15.3	7.6	9.3	13.8	11.1	13.6
1	93	18	60	16	37	21	11	13	19	2	15	19	22	36	16
	5.7	5.6	6.3	4.7	7.0	6.1	7.6	3.6	6.3	1.5	3.6	6.8	4.5	6.9	4.9
DON'T KNOW	122	22	48	50	15	25	10	34	12	5	51	43	27	35	16
	7.5	6.9	5.0	14.8	2.9	7.3	6.9	9.3	4.0	3.6	12.2	15.4	5.5	6.7	4.9
MEAN	3.44	3.35	3.36	3.79	3.28	3.48	3.34	3.70	3.46	3.48	3.74	3.54	3.47	3.38	3.45

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0026

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
PRICE PAID FOR VALUE RECEIVED

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	405	81	325	411	254	157	485	331	154	317	83	234	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	299	73	15	58	82	53	29	98	77	21	46	18	29	65	86	148
	18.5	18.0	18.5	17.8	20.0	20.9	18.5	20.2	23.3	13.6	14.5	21.7	12.4	14.8	16.1	23.0
4	448	110	25	85	126	73	53	106	66	40	106	23	83	115	150	183
	27.7	27.2	30.9	26.2	30.7	28.7	33.8	21.9	19.9	26.0	33.4	27.7	35.5	26.1	28.0	28.4
3	460	118	19	100	107	74	32	149	100	49	86	17	69	145	167	148
	28.4	29.1	23.5	30.8	26.0	29.1	20.4	30.7	30.2	31.8	27.1	20.5	29.5	33.0	31.2	23.0
2	197	52	10	42	52	30	22	60	39	20	33	11	22	55	63	79
	12.2	12.8	12.3	12.9	12.7	11.8	14.0	12.4	11.8	13.0	10.4	13.3	9.4	12.5	11.8	12.3
1	93	23	8	15	23	15	8	26	15	11	22	6	16	19	39	36
	5.7	5.7	9.9	4.6	5.6	5.9	5.1	5.4	4.5	7.1	6.9	7.2	6.8	4.3	7.3	5.6
DON'T KNOW	122	29	5	25	21	9	13	47	34	13	24	8	16	41	29	51
	7.5	7.2	6.2	7.7	5.1	3.5	8.3	9.7	10.3	8.4	7.6	9.6	6.8	9.3	5.4	7.9
MEAN	3.44	3.42	3.38	3.43	3.49	3.49	3.51	3.43	3.51	3.28	3.41	3.48	3.40	3.38	3.36	3.35

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0027

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
PRICE PAID FOR VALUE RECEIVED

		FREQUENCY OF EATING AT FAST FOOD PLACE							FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION													
5	299	92	82	65	24	24	1	44	84	72	59	33	5
	18.5	22.2	20.7	22.9	14.7	11.3	1.0	22.0	19.6	19.1	18.3	15.9	8.3
4	448	124	133	88	49	47	7	55	131	108	92	43	17
	27.7	30.0	33.6	31.0	30.1	22.2	6.7	27.5	30.6	28.7	28.5	20.8	28.3
3	460	119	134	75	58	68	3	51	114	119	99	63	6
	28.4	28.7	33.8	26.4	35.6	32.1	2.9	25.5	26.6	31.6	30.7	30.4	10.0
2	197	54	31	49	20	36	7	15	54	49	42	31	5
	12.2	13.0	7.8	17.3	12.3	17.0	6.7	7.5	12.6	13.0	13.0	15.0	8.3
1	93	22	15	7	11	20	19	20	20	13	26	12	3
	5.7	5.3	3.8	2.5	6.7	9.4	18.3	10.0	4.7	3.5	8.0	5.8	5.0
DON'T KNOW	122	2	1		2	18	68	15	26	14	4	25	24
	7.5	.5	.3		1.2	8.5	65.4	7.5	6.1	3.7	1.2	12.1	40.0
MEAN	3.44	3.51	3.60	3.55	3.34	3.10	2.03	3.48	3.51	3.49	3.36	3.30	3.44

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0096

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
CONVENIENCE BECAUSE YOU DIDN'T HAVE TO PREPARE THE FOOD

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	154
WEIGHTED BASE	1619	762	858	1414	204	219	376	421	296	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	757	306	451	673	83	112	167	204	143	129	490	266	110	263	265	117
	46.8	40.2	52.6	47.6	40.7	51.1	44.4	48.5	48.3	43.9	46.1	48.3	46.4	44.8	46.6	52.5
4	398	212	187	355	43	61	126	91	71	45	265	133	47	152	150	50
	24.6	27.8	21.8	25.1	21.1	27.9	33.5	21.6	24.0	15.3	24.9	24.1	19.8	25.9	26.4	22.4
3	227	121	105	186	40	27	60	81	34	22	152	74	27	63	99	38
	14.0	15.9	12.2	13.2	19.6	12.3	16.0	19.2	11.5	7.5	14.3	13.4	11.4	10.7	17.4	17.0
2	72	39	33	63	9	11	11	24	5	20	48	24	13	20	26	13
	4.4	5.1	3.8	4.5	4.4	5.0	2.9	5.7	1.7	6.8	4.5	4.4	5.5	3.4	4.6	5.8
1	44	27	17	33	11		8	9	10	13	24	16	19	15	9	
	2.7	3.5	2.0	2.3	5.4		2.1	2.1	3.4	4.4	2.3	2.9	8.0	2.6	1.6	
DON'T KNOW	121	57	65	105	17	8	4	13	32	65	84	38	22	75	20	5
	7.5	7.5	7.6	7.4	8.3	3.7	1.1	3.1	10.8	22.1	7.9	6.9	9.3	12.8	3.5	2.2
MEAN	4.17	4.04	4.29	4.20	3.96	4.30	4.16	4.12	4.26	4.12	4.17	4.19	4.00	4.22	4.16	4.24

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0029

30

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
CONVENIENCE BECAUSE YOU DIDN'T HAVE TO PREPARE THE FOOD

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	87	194	198	79	226	147	301	331	226
WEIGHTED BASE	1619	320	957	338	526	344	144	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION															
5	757	133	460	162	236	170	65	192	159	71	219	125	241	225	163
	46.8	41.6	48.1	47.9	44.9	49.4	45.1	52.6	53.0	51.8	52.3	44.8	49.1	43.2	50.3
4	398	93	245	60	147	81	34	76	67	39	81	51	128	137	81
	24.6	29.1	25.6	17.8	27.9	23.5	23.6	20.8	22.3	28.5	19.3	18.3	26.1	26.3	25.0
3	227	51	137	38	87	50	21	35	42	21	43	38	59	77	51
	14.0	15.9	14.3	11.2	16.5	14.5	14.6	9.6	14.0	15.3	10.3	13.6	12.0	14.8	15.7
2	72	10	41	21	24	7	10	19	10	2	21	12	21	31	9
	4.4	3.1	4.3	6.2	4.6	2.0	6.9	5.2	3.3	1.5	5.0	4.3	4.3	6.0	2.8
1	44	10	25	8	17	9	2	13	10		7	13	16	11	4
	2.7	3.1	2.6	2.4	3.2	2.6	1.4	3.6	3.3		1.7	4.7	3.3	2.1	1.2
DON'T KNOW	121	22	48	49	15	27	12	31	12	5	48	39	25	40	16
	7.5	6.9	5.0	14.5	2.9	7.8	8.3	8.5	4.0	3.6	11.5	14.0	5.1	7.7	4.9
MEAN	4.17	4.11	4.18	4.23	4.10	4.25	4.14	4.24	4.23	4.35	4.30	4.10	4.20	4.11	4.27

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0030

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
CONVENIENCE BECAUSE YOU DIDN'T HAVE TO PREPARE THE FOOD

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	405	81	325	411	254	157	485	331	154	317	83	236	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	757	187	28	159	185	124	62	225	164	61	160	48	112	201	260	296
	46.8	46.2	34.6	48.9	45.0	48.8	39.5	46.4	49.5	39.6	50.5	57.8	47.9	45.7	48.6	46.0
4	398	99	25	74	123	68	54	110	70	40	67	11	56	109	132	157
	24.6	24.4	30.9	22.8	29.9	26.8	34.4	22.7	21.1	26.0	21.1	13.3	23.9	24.8	24.7	24.4
3	227	62	17	46	48	27	21	73	48	25	43	13	30	65	68	94
	14.0	15.3	21.0	14.2	11.7	10.6	13.4	15.1	14.5	16.2	13.6	15.7	12.8	14.8	12.7	14.6
2	72	19	3	15	25	18	7	16	10	6	13	1	12	17	26	29
	4.4	4.7	3.7	4.6	6.1	7.1	4.5	3.3	3.0	3.9	4.1	1.2	5.1	3.9	4.9	4.5
1	44	12	2	10	7	6	1	13	7	6	11	3	9	11	15	18
	2.7	3.0	2.5	3.1	1.7	2.4	.6	2.7	2.1	3.9	3.5	3.6	3.8	2.5	2.8	2.8
DON'T KNOW	121	26	6	20	23	11	13	49	32	17	23	8	15	37	32	52
	7.5	6.4	7.4	6.2	5.6	4.3	8.3	10.1	9.7	11.0	7.3	9.6	6.4	8.4	6.0	8.1
MEAN	4.17	4.13	3.99	4.17	4.17	4.18	4.17	4.19	4.25	4.04	4.20	4.32	4.14	4.17	4.19	4.15

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0031

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
CONVENIENCE BECAUSE YOU DIDN'T HAVE TO PREPARE THE FOOD

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION													
5	757	202	231	157	73	77	7	99	198	184	163	95	13
	46.8	48.8	58.3	55.3	44.8	36.3	6.7	49.5	46.3	48.9	50.5	45.9	21.7
4	398	120	113	72	42	47	5	40	115	95	86	48	10
	24.6	29.0	28.5	25.4	25.8	22.2	4.8	20.0	26.9	25.3	26.6	23.2	16.7
3	227	66	40	30	37	42	7	29	58	54	42	35	6
	14.0	15.9	10.1	10.6	22.7	19.8	6.7	14.5	13.6	14.4	13.0	16.9	10.0
2	72	17	9	16	6	21	4	14	27	14	13	5	
	4.4	4.1	2.3	5.6	3.7	9.9	3.8	7.0	6.3	3.7	4.0	2.4	
1	44	4	1	10	1	10	17	3	7	12	13	5	3
	2.7	1.0	.3	3.5	.6	4.7	16.3	1.5	1.6	3.2	4.0	2.4	5.0
DON'T KNOW	121	5	2		3	15	65	14	25	18	5	19	27
	7.5	1.2	.5		1.8	7.1	62.5	7.0	5.8	4.8	1.5	9.2	45.0
MEAN	4.17	4.22	4.43	4.23	4.13	3.81	2.53	4.18	4.16	4.18	4.18	4.19	3.94

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0097

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
ATTITUDE OF SERVERS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MAR-RIED	NOT MAR-RIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	154
WEIGHTED BASE	1619	762	858	1414	204	219	376	421	296	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	389	164	225	337	53	37	59	118	79	95	266	124	65	159	111	54
	24.0	21.5	26.2	23.8	26.0	16.9	15.7	28.0	26.7	32.3	25.0	22.5	27.4	27.1	19.5	24.2
4	450	191	259	409	41	70	107	117	74	76	305	144	54	157	163	74
	27.8	25.1	30.2	28.9	20.1	32.0	28.5	27.8	25.0	25.9	28.7	26.1	22.8	26.7	28.6	33.2
3	417	227	190	368	49	68	124	106	88	30	275	142	50	125	184	58
	25.8	29.8	22.1	26.0	24.0	31.1	33.0	25.2	29.7	10.2	25.9	25.8	21.1	21.3	32.3	26.0
2	168	83	85	134	33	25	61	43	10	23	94	70	29	37	77	24
	10.4	10.9	9.9	9.5	16.2	11.4	16.2	10.2	3.4	7.8	8.8	12.7	12.2	6.3	13.5	10.8
1	74	41	33	63	11	12	22	23	9	8	37	37	18	31	15	9
	4.6	5.4	3.8	4.5	5.4	5.5	5.9	5.5	3.0	2.7	3.5	6.7	7.6	5.3	2.6	4.0
DON'T KNOW	122	56	66	104	18	6	4	14	36	61	86	36	21	77	20	4
	7.5	7.3	7.7	7.4	8.8	2.7	1.1	3.3	12.2	20.7	8.1	6.5	8.9	13.1	3.5	1.8
MEAN	3.61	3.50	3.70	3.63	3.49	3.45	3.32	3.65	3.78	3.98	3.68	3.48	3.55	3.74	3.51	3.64

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0033

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
ATTITUDE OF SERVERS

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COLLEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	87	194	198	79	224	147	301	331	226
WEIGHTED BASE	1619	320	957	338	526	344	144	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION															
5	389	52	209	127	87	90	43	118	63	22	140	76	150	92	72
	24.0	16.3	21.8	37.6	16.5	26.2	29.9	32.3	21.0	16.1	33.4	27.2	30.5	17.7	22.2
4	450	85	282	82	164	72	37	96	92	49	116	72	154	147	77
	27.8	26.6	29.5	24.3	31.2	20.9	25.7	26.3	30.7	35.8	27.7	25.8	31.4	28.2	23.8
3	417	103	267	46	157	106	40	65	88	39	64	51	109	159	97
	25.8	32.2	27.9	13.6	29.8	30.8	27.8	17.8	29.3	28.5	15.3	18.3	22.2	30.5	29.9
2	168	40	110	19	69	36	9	33	29	14	42	21	39	68	39
	10.4	12.5	11.5	5.6	13.1	10.5	6.3	9.0	9.7	10.2	10.0	7.5	7.9	13.1	12.0
1	74	18	43	12	35	11	6	20	15	5	13	15	14	19	24
	4.6	5.6	4.5	3.6	6.7	3.2	4.2	5.5	5.0	3.6	3.1	5.4	2.9	3.6	7.4
DON'T KNOW	122	22	46	52	14	29	10	33	13	8	45	43	25	36	16
	7.5	6.9	4.8	15.4	2.7	8.4	6.9	9.0	4.3	5.8	10.7	15.4	5.1	6.9	4.9
MEAN	3.61	3.38	3.55	4.02	3.39	3.62	3.76	3.78	3.55	3.53	3.87	3.74	3.83	3.46	3.43

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0034

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
ATTITUDE OF SERVERS

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	405	81	325	411	254	157	485	331	154	317	83	234	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	389	98	14	84	94	62	32	136	104	31	62	17	45	89	105	195
	24.0	24.2	17.3	25.8	22.9	24.4	20.4	28.0	31.4	20.1	19.6	20.5	19.2	20.2	19.6	30.3
4	450	120	28	92	138	87	51	100	71	29	92	29	63	126	155	169
	27.8	29.6	34.6	28.3	33.6	34.3	32.5	20.6	21.5	18.8	29.0	34.9	26.9	28.6	29.0	26.2
3	417	92	18	74	110	63	47	131	77	53	85	18	67	117	145	155
	25.8	22.7	22.2	22.8	26.8	24.8	29.9	27.0	23.3	34.4	26.8	21.7	28.6	26.6	27.1	24.1
2	168	50	9	41	37	27	10	48	32	16	33	5	28	48	67	53
	10.4	12.3	11.1	12.6	9.0	10.6	6.4	9.9	9.7	10.4	10.4	6.0	12.0	10.9	12.5	8.2
1	74	22	6	15	11	7	4	22	14	8	19	7	12	21	29	24
	4.6	5.4	7.4	4.6	2.7	2.8	2.5	4.5	4.2	5.2	6.0	8.4	5.1	4.8	5.4	3.7
DON'T KNOW	122	23	5	19	22	9	14	49	32	17	27	8	19	40	33	49
	7.5	5.7	6.2	5.8	5.4	3.5	8.9	10.1	9.7	11.0	8.5	9.6	8.1	9.1	6.2	7.6
MEAN	3.61	3.58	3.47	3.62	3.68	3.69	3.67	3.64	3.73	3.43	3.50	3.58	3.47	3.53	3.48	3.77

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0035

Q.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING FAST FOOD RESTAURANTS?
ATTITUDE OF SERVERS

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION													
5	389	100	94	84	42	58	4	40	106	90	68	76	10
	24.0	24.2	23.7	29.6	25.8	27.4	3.8	20.0	24.8	23.9	21.1	36.7	16.7
4	450	124	137	85	38	53	7	59	109	104	110	47	13
	27.8	30.0	34.6	29.9	23.3	25.0	6.7	29.5	25.5	27.7	34.1	22.7	21.7
3	417	111	124	75	49	52	6	53	107	109	101	42	4
	25.8	26.8	31.3	26.4	30.1	24.5	5.8	26.5	25.0	29.0	31.3	20.3	6.7
2	168	52	27	35	25	22	6	27	58	42	23	17	
	10.4	12.6	6.8	12.3	15.3	10.4	5.8	13.5	13.6	11.2	7.1	8.2	
1	74	22	11	4	6	12	15	7	22	17	17	5	3
	4.6	5.3	2.8	1.4	3.7	5.7	14.4	3.5	5.1	4.5	5.3	2.4	5.0
DON'T KNOW	122	4	3	1	2	15	66	14	26	15	4	20	30
	7.5	1.0	.8	.4	1.2	7.1	63.5	7.0	6.1	4.0	1.2	9.7	50.0
MEAN	3.61	3.56	3.70	3.74	3.53	3.62	2.45	3.53	3.54	3.57	3.59	3.92	3.90

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0098

Q.2 ON AVERAGE, HOW OFTEN DO YOU USUALLY GO TO FAST FOOD PLACES?

	TOTAL	SEX: MALE	SEX: FEMALE	RACE: WHITE	RACE: NON-WHITE	AGE: 18-24 YEARS	AGE: 25-34 YEARS	AGE: 35-49 YEARS	AGE: 50-64 YEARS	AGE: 65 YRS & OVER	MARITAL STATUS: MARRIED	MARITAL STATUS: NOT MARRIED	NUMBER OF PEOPLE IN HOUSEHOLD: ONE	NUMBER OF PEOPLE IN HOUSEHOLD: TWO	NUMBER OF PEOPLE IN HOUSEHOLD: THREE OR FOUR	NUMBER OF PEOPLE IN HOUSEHOLD: FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	154
WEIGHTED BASE	1619	762	856	1414	204	219	376	421	296	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FREQUENCY OF EATING OUT																
MORE THAN ONCE A WEEK	414	233	181	347	67	96	134	111	36	36	239	175	48	121	182	51
	25.6	30.6	21.1	24.5	32.8	43.8	35.6	26.4	12.2	12.2	22.5	31.8	20.3	20.6	32.0	27.4
ABOUT ONCE A WEEK	396	174	222	346	49	59	107	112	77	39	258	137	43	134	161	58
	24.5	22.8	25.9	24.5	24.0	26.9	28.5	26.6	26.0	13.3	24.3	24.9	18.1	22.8	29.3	26.0
ONCE EVERY TWO OR THREE WEEKS	284	107	178	256	28	40	74	84	53	29	194	87	41	79	116	48
	17.5	14.0	20.7	18.1	13.7	18.3	19.7	20.0	17.9	9.9	18.3	15.8	17.3	13.5	20.4	21.5
ABOUT ONCE A MONTH	163	71	91	147	16	5	29	42	38	44	125	37	23	68	45	27
	10.1	9.3	10.6	10.4	7.8	2.3	7.7	10.0	12.8	15.0	11.8	6.7	9.7	11.6	7.9	12.1
LESS OFTEN THAN ONCE A MONTH	212	100	112	187	25	10	22	48	47	82	139	73	56	94	40	21
	13.1	13.1	13.1	13.2	12.3	4.6	5.9	11.4	15.9	27.9	13.1	13.2	23.6	16.0	7.0	9.4
NEVER	104	50	55	92	12	3	7	21	29	45	76	29	20	64	18	3
	6.4	6.6	6.4	6.5	5.9	1.4	1.9	5.0	9.8	15.3	7.1	5.3	8.4	10.9	3.2	1.3
CAN'T SAY	46	27	19	40	6	6	3	2	16	18	33	13	7	27	8	5
	2.8	3.5	2.2	2.8	2.9	2.7	.8	.5	5.4	6.1	3.1	2.4	3.0	4.6	1.4	2.2

(PERCENTAGES ROUNDED)
0037

Q.2 ON AVERAGE, HOW OFTEN DO YOU USUALLY GO TO FAST FOOD PLACES?

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COLLEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20K - $29999	$15K - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	87	194	198	79	224	147	301	331	226
WEIGHTED BASE	1619	320	957	338	526	344	144	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FREQUENCY OF EATING OUT															
MORE THAN ONCE A WEEK	414	80	284	50	151	99	27	88	80	29	72	6	57	173	179
	25.6	25.0	29.7	14.8	28.7	28.8	18.8	24.1	26.7	21.2	17.2	2.2	11.6	33.2	55.2
ABOUT ONCE A WEEK	396	82	242	71	133	97	37	85	77	52	91	14	161	153	68
	24.5	25.6	25.3	21.0	25.3	28.2	25.7	23.3	25.7	38.0	21.7	5.0	32.8	29.4	21.0
ONCE EVERY TWO OR THREE WEEKS	284	49	183	52	108	53	27	56	66	28	84	53	125	78	29
	17.5	15.3	19.1	15.4	20.5	15.4	18.8	15.3	22.0	20.4	20.0	19.0	25.5	15.0	9.0
ABOUT ONCE A MONTH	163	27	92	43	51	38	22	26	28	13	49	56	46	45	15
	10.1	8.4	9.6	12.7	9.7	11.0	15.3	7.1	9.3	9.5	11.7	20.1	9.4	8.6	4.6
LESS OFTEN THAN ONCE A MONTH	212	42	96	72	55	24	17	76	28	7	78	98	64	35	15
	13.1	13.1	10.0	21.3	10.5	7.0	11.8	20.8	9.3	5.1	18.5	35.1	13.0	6.7	4.6
NEVER	104	26	49	28	24	26	4	17	17	5	33	33	24	28	18
	6.4	8.1	5.1	8.3	4.6	7.6	2.8	4.7	5.7	3.6	7.9	11.8	4.9	5.4	5.6
CAN'T SAY	46	13	11	22	3	7	8	16	3	3	13	19	14	10	
	2.8	4.1	1.1	6.5	.6	2.0	5.6	4.4	1.0	2.2	3.1	6.8	2.9	1.9	

(PERCENTAGES ROUNDED)
0038

Q.2 ON AVERAGE, HOW OFTEN DO YOU USUALLY GO TO FAST FOOD PLACES?

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	405	81	325	411	254	157	485	331	154	317	83	234	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FREQUENCY OF EATING OUT																
MORE THAN ONCE A WEEK	414	67	15	52	125	83	43	148	102	46	73	27	46	114	152	148
	25.6	16.5	18.5	16.0	30.4	32.7	27.4	30.5	30.8	29.9	23.0	32.5	19.7	25.9	28.4	23.0
ABOUT ONCE A WEEK	396	91	19	72	111	73	39	123	80	43	71	20	51	113	135	148
	24.5	22.5	23.5	22.2	27.0	28.7	24.8	25.4	24.2	27.9	22.4	24.1	21.8	25.7	25.2	23.0
ONCE EVERY TWO OR THREE WEEKS	284	84	10	74	63	41	22	65	44	21	72	11	61	68	88	128
	17.5	20.7	12.3	22.8	15.3	16.1	14.0	13.4	13.3	13.6	22.7	13.3	26.1	15.5	16.4	19.9
ABOUT ONCE A MONTH	163	50	13	37	42	17	26	42	30	12	29	6	23	36	48	78
	10.1	12.3	16.0	11.4	10.2	6.7	16.6	3.7	9.1	7.8	9.1	7.2	9.8	8.2	9.0	12.1
LESS OFTEN THAN ONCE A MONTH	212	81	16	65	41	34	7	58	42	16	33	9	24	58	73	81
	13.1	20.0	19.8	20.0	10.0	13.4	4.5	12.0	12.7	10.4	10.4	10.8	10.3	13.2	13.6	12.6
NEVER	104	26	7	19	17	6	11	37	23	14	26	6	19	35	27	42
	6.4	6.4	8.6	5.8	4.1	2.4	7.0	7.6	6.9	9.1	8.2	7.2	8.1	8.0	5.0	6.5
CAN'T SAY	46	6	1	5	11	1	10	14	9	4	14	4	10	16	12	19
	2.8	1.5	1.2	1.5	2.7	.4	6.4	2.9	2.7	2.6	4.4	4.8	4.3	3.6	2.2	3.0

(PERCENTAGES ROUNDED)
0039

Q.2 ON AVERAGE, HOW OFTEN DO YOU USUALLY GO TO FAST FOOD PLACES?

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FREQUENCY OF EATING OUT													
MORE THAN ONCE A WEEK	414	414						83	168	99	49	15	
	25.6	100.0						41.5	39.3	26.3	15.2	7.2	
ABOUT ONCE A WEEK	396		396					40	119	116	88	19	11
	24.5		100.0					20.0	27.8	30.9	27.2	9.2	18.3
ONCE EVERY TWO OR THREE WEEKS	284			284				23	56	79	84	37	3
	17.5			100.0				11.5	13.1	21.0	26.0	17.9	5.0
ABOUT ONCE A MONTH	163				163			13	32	30	39	44	5
	10.1				100.0			6.5	7.5	8.0	12.1	21.3	8.3
LESS OFTEN THAN ONCE A MONTH	212					212		21	27	32	44	74	14
	13.1					100.0		10.5	6.3	8.5	13.6	35.7	23.3
NEVER	104						104	19	16	10	12	16	28
	6.4						100.0	9.5	3.7	2.7	3.7	7.7	46.7
CAN'T SAY	46							1	11	11	7	1	
	2.8							.5	2.6	2.9	2.2	.5	

(PERCENTAGES ROUNDED)
0099

Q.3 UNDER WHAT CIRCUMSTANCES ARE YOU MORE LIKELY TO GO TO A FAST FOOD PLACE TO EAT RATHER THAN ANOTHER KIND OF RESTAURANT?

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	154
WEIGHTED BASE	1619	762	856	1414	204	219	376	421	296	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CIRCUMSTANCES																
IN A HURRY/NEED QUICK MEAL	833	425	408	720	113	140	218	233	138	100	550	283	103	232	316	130
	51.5	55.8	47.6	50.9	55.4	63.9	58.0	55.3	46.6	34.0	51.7	51.4	43.5	48.0	55.5	58.3
AWAY FROM HOME SHOPPING/ TRAVELING	188	64	124	175	13	14	37	58	31	47	138	50	22	64	77	26
	11.6	8.4	14.5	12.4	6.4	6.4	9.8	13.8	10.5	16.0	13.0	9.1	9.3	10.9	13.5	11.7
CONVENIENT	173	99	74	147	26	27	53	55	23	14	113	60	24	62	68	19
	10.7	13.0	8.6	10.4	12.7	12.3	14.1	13.1	7.8	4.8	10.6	10.9	10.1	10.6	12.0	8.5
WHEN I'M SHORT OF CASH	126	55	71	111	15	22	33	32	18	22	63	63	26	49	40	12
	7.8	7.2	8.3	7.9	7.4	10.0	8.8	7.6	6.1	7.5	5.9	11.4	11.0	8.3	7.0	5.4
TAKING CHILDREN OUT TO EAT	123	30	93	104	20		27	54	21	17	86	33	19	19	59	24
	7.6	3.9	10.8	7.4	9.8		7.2	12.8	7.1	5.8	8.1	6.0	8.0	3.2	10.4	10.8
DON'T WANT TO COOK	122	59	63	104	19	16	41	29	17	19	74	49	19	58	32	14
	7.5	7.7	7.3	7.4	9.3	7.3	10.9	6.9	5.7	6.5	7.0	8.9	8.0	9.9	5.6	6.3
DON'T LIKE/EAT AT FAST FOOD RESTAURANTS	86	44	42	77	9	6	1	16	27	36	60	27	20	49	17	1
	5.3	5.8	4.9	5.4	4.4	2.7	.3	3.8	9.1	12.2	5.6	4.9	8.4	8.3	3.0	.4
ON IMPULSE/SPUR OF THE MOMENT	46	19	27	43	3	4	5	9	7	21	33	13	7	24	10	5
	2.8	2.5	3.1	3.0	1.5	1.8	1.3	2.1	2.4	7.1	3.1	2.4	3.0	4.1	1.8	2.2
CONVENIENT LOCATION	42	14	28	41	1	7	5	9	12	10	35	8	1	23	16	2
	2.6	1.8	3.3	2.9	.5	3.2	1.3	2.1	4.1	3.4	3.3	1.5	.4	3.9	2.8	.9
FOOD IS GOOD	35	22	14	34	2	9	8	5	3	11	20	15	4	12	16	3
	2.2	2.9	1.6	2.4	1.0	4.1	2.1	1.2	1.0	3.7	1.9	2.7	1.7	2.0	2.8	1.3
IF NOTHING ELSE AVAILABLE	33	12	21	33		7	5	9	9	3	19	14	6	13	10	4
	2.0	1.6	2.4	2.3		3.2	1.3	2.1	3.0	1.0	1.8	2.5	2.5	2.2	1.8	1.8

(CONTINUED)

Q.3 UNDER WHAT CIRCUMSTANCES ARE YOU MORE LIKELY TO GO TO A FAST FOOD PLACE TO EAT RATHER THAN ANOTHER KIND OF RESTAURANT?

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	1619	762	858	1414	204	219	376	421	296	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DON'T WANT TO GET DRESSED UP	7	2	5	6	1		6	2			7				6	1
	.4	.3	.6	.4	.5		1.6	.5			.7				1.1	.4
MISCELLANEOUS	37	15	22	36		4	9	6	7	13	26	11	5	16	11	4
	2.3	2.0	2.6	2.5		1.8	2.4	1.4	2.4	4.4	2.4	2.0	2.1	2.7	1.9	1.8
DON'T KNOW	112	46	66	94	18	9	30	9	28	34	72	40	17	51	31	13
	6.9	6.0	7.7	6.6	8.8	4.1	8.0	2.1	9.5	11.6	6.8	7.3	7.2	8.7	5.4	5.8

(PERCENTAGES ROUNDED)
0041

Q.3 UNDER WHAT CIRCUMSTANCES ARE YOU MORE LIKELY TO GO TO A FAST FOOD PLACE TO EAT RATHER THAN ANOTHER KIND OF RESTAURANT?

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED	NONE	ONE	TWO OR THREE	FOUR OR OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	87	194	192	79	224	147	301	331	226
WEIGHTED BASE	1619	320	957	338	526	344	144	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CIRCUMSTANCES															
IN A HURRY/NEED QUICK MEAL	833	170	488	176	298	177	76	181	176	51	181	115	231	298	190
	51.5	53.1	51.0	52.1	56.7	51.5	52.8	49.6	53.7	37.2	43.2	41.2	47.0	57.2	58.6
AWAY FROM HOME SHOPPING/ TRAVELING	188	37	122	28	62	34	15	45	29	25	71	41	65	58	24
	11.6	11.6	12.7	8.3	11.8	9.9	10.4	12.3	9.7	18.2	16.9	14.7	13.2	11.1	7.4
CONVENIENT	173	44	105	24	70	36	16	35	27	16	31	11	42	71	49
	10.7	13.8	11.0	7.1	13.3	10.5	11.1	9.6	9.0	11.7	7.4	3.9	8.6	13.6	15.1
WHEN I'M SHORT OF CASH	126	19	85	22	28	29	17	40	16	18	37	27	29	41	29
	7.8	5.9	8.9	6.5	5.3	8.4	11.8	11.0	5.3	13.1	8.8	9.7	5.9	7.9	9.0
TAKING CHILDREN OUT TO EAT	123	31	76	14	57	30	8	17	36	16	38	14	55	35	18
	7.6	9.7	7.9	4.1	10.8	8.7	5.6	4.7	12.7	11.7	9.1	5.0	11.2	6.7	5.6
DON'T WANT TO COOK	122	18	75	29	35	28	11	31	21	15	27	32	38	30	23
	7.5	5.6	7.8	8.6	6.7	8.1	7.6	8.5	7.0	10.9	6.4	11.5	7.7	5.8	7.1
DON'T LIKE/EAT AT FAST FOOD RESTAURANTS	86	19	35	33	17	23	3	18	10	5	27	37	16	21	9
	5.3	5.9	3.7	9.8	3.2	6.7	2.1	4.9	3.3	3.6	6.4	13.3	3.3	4.0	2.8
ON IMPULSE/SPUR OF THE MOMENT	46	6	23	12	17	5	3	12	2	4	21	8	10	22	6
	2.8	1.9	2.9	3.6	3.2	1.5	2.1	3.3	.7	2.9	5.0	2.9	2.0	4.2	1.9
CONVENIENT LOCATION	42	11	7	24	16	12	4	9	2	7	20	11	12	3	9
	2.6	3.4	.7	7.1	3.0	3.5	2.3	2.5	.7	5.1	4.8	3.9	3.7	.6	2.8
FOOD IS GOOD	35	3	23	4	12	9	4	6	6		8	1	4	17	13
	2.2	.9	2.9	1.2	2.3	2.6	2.8	1.6	2.0		1.9	.4	.8	3.3	4.0
IF NOTHING ELSE AVAILABLE	33	10	23		16	9	2	4	8	4	9	8	9	10	5
	2.0	3.1	2.4		3.0	2.6	1.4	1.1	2.7	2.9	2.1	2.9	1.8	1.9	1.5

(CONTINUED)

Q.3 UNDER WHAT CIRCUMSTANCES ARE YOU MORE LIKELY TO GO TO A FAST FOOD PLACE TO EAT RATHER THAN ANOTHER KIND OF RESTAURANT?

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20K - $29999	$15K - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
WEIGHTED BASE	1619	320	957	336	526	344	144	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DON'T WANT TO GET DRESSED UP	7	1	6		3	2	1		3		2			1	5
	.4	.3	.6		.6	.6	.7		1.0		.5			.2	1.9
MISCELLANEOUS	37	4	26	5	5	6	1	18	3	6	13	12	14	5	7
	2.3	1.3	2.7	1.5	1.0	1.7	.7	4.9	1.0	4.4	3.1	4.3	2.9	1.0	2.2
DON'T KNOW	112	18	67	27	22	14	15	33	21	6	39	26	40	32	14
	6.9	5.6	7.0	8.0	4.2	4.1	10.4	9.0	7.0	4.4	9.3	9.3	8.1	6.1	4.3

(PERCENTAGES ROUNDED)
0042

Q.3 UNDER WHAT CIRCUMSTANCES ARE YOU MORE LIKELY TO GO TO A FAST FOOD PLACE TO EAT RATHER THAN ANOTHER KIND OF RESTAURANT?

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	405	91	325	411	254	157	485	331	154	317	83	234	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CIRCUMSTANCES																
IN A HURRY/NEED QUICK MEAL	833	209	30	179	231	145	86	256	169	86	137	41	96	210	284	339
	51.5	51.6	37.0	55.1	56.2	57.1	54.8	52.8	51.1	55.8	43.2	49.4	41.0	47.7	53.1	52.6
AWAY FROM HOME SHOPPING/ TRAVELING	188	71	16	55	41	19	23	43	37	6	34	10	24	51	54	83
	11.6	17.5	19.8	16.9	10.0	7.5	14.6	8.9	11.2	3.9	10.7	12.0	10.3	11.6	10.1	12.9
CONVENIENT	173	29	9	20	53	27	25	54	30	24	38	4	34	58	52	63
	10.7	7.2	11.1	6.2	12.9	10.6	15.9	11.1	9.1	15.6	12.0	4.8	14.5	13.2	9.7	9.8
WHEN I'M SHORT OF CASH	126	29		29	35	22	13	30	19	11	33	8	25	34	40	52
	7.8	7.2		8.9	8.5	8.7	8.3	6.2	5.7	7.1	10.4	9.6	10.7	7.7	7.5	8.1
TAKING CHILDREN OUT TO EAT	123	39	10	29	26	21	5	35	26	9	23	7	16	34	49	41
	7.6	9.6	12.3	8.9	6.3	8.3	3.2	7.2	7.9	5.8	7.3	8.4	6.8	7.7	9.2	6.4
DON'T WANT TO COOK	122	31	8	23	36	23	13	33	26	7	22	6	16	32	43	48
	7.5	7.7	9.9	7.1	8.8	9.1	8.3	6.8	7.9	4.5	6.9	7.2	6.8	7.3	8.0	7.5
DON'T LIKE/EAT AT FAST FOOD RESTAURANTS	86	16	6	10	17	7	10	20	14	7	33	6	26	34	27	26
	5.3	4.0	7.4	3.1	4.1	2.8	6.4	4.1	4.2	4.5	10.4	7.2	11.1	7.7	5.0	4.0
ON IMPULSE/SPUR OF THE MOMENT	46	14	5	9	14	11	4	12	8	5	6	1	4	10	21	16
	2.8	3.5	6.2	2.8	3.4	4.3	2.5	2.5	2.4	3.2	1.9	1.2	1.7	2.3	3.9	2.5
CONVENIENT LOCATION	42	9	2	8	12	7	5	9	4	5	12	2	10	7	23	13
	2.6	2.2	2.5	2.5	2.9	2.8	3.2	1.9	1.2	3.2	3.8	2.4	4.3	1.6	4.3	2.0
FOOD IS GOOD	35	12	3	9	5		5	9	8	1	9		9	9	14	13
	2.2	3.0	3.7	2.8	1.2		3.2	1.9	2.4	.6	2.8		3.8	2.0	2.6	2.0
IF NOTHING ELSE AVAILABLE	33	12	1	11	5	4	2	7	4	4	8	1	7	8	8	17
	2.0	3.0	1.2	3.4	1.2	1.6	1.3	1.4	1.2	2.6	2.5	1.2	3.0	1.8	1.5	2.6

(CONTINUED)

Q.3 UNDER WHAT CIRCUMSTANCES ARE YOU MORE LIKELY TO GO TO A FAST FOOD PLACE TO EAT RATHER THAN ANOTHER KIND OF RESTAURANT?

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	1619	405	81	325	411	254	157	488	331	154	317	83	234	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DON'T WANT TO GET DRESSED UP	7	1		1	2		2	3	1	2	1		1	2	1	4
	.4	.2		.3	.5		1.3	.6	.3	1.3	.3		.4	.5	.2	.6
MISCELLANEOUS	37	11		11	13	12	1	8	3	5	5	2	4	9	10	15
	2.3	2.7		3.4	3.2	4.7	.6	1.6	.9	3.2	1.6	2.4	1.7	2.0	1.9	2.3
DON'T KNOW	112	20	8	12	18	12	7	54	38	16	21	6	15	37	23	53
	6.9	4.9	9.9	3.7	4.4	4.7	4.5	11.1	11.5	10.4	6.6	7.2	6.4	8.4	4.3	8.2

(PERCENTAGES ROUNDED)
0043

Q.3 UNDER WHAT CIRCUMSTANCES ARE YOU MORE LIKELY TO GO TO A FAST FOOD PLACE TO EAT RATHER THAN ANOTHER KIND OF RESTAURANT?

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1000	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CIRCUMSTANCES													
IN A HURRY/NEED QUICK MEAL	833	265	226	163	79	88	7	111	234	227	143	92	19
	51.5	64.0	57.1	57.4	48.5	41.5	6.7	55.5	54.7	60.4	44.3	44.4	31.7
AWAY FROM HOME SHOPPING/ TRAVELING	188	30	43	46	32	27	6	8	56	40	53	32	
	11.6	7.2	10.9	16.2	19.6	12.7	5.8	4.0	13.1	10.6	16.4	15.5	
CONVENIENT	173	66	53	20	17	17		24	54	44	33	16	2
	10.7	15.9	13.4	7.0	10.4	8.0		12.0	12.6	11.7	10.2	7.7	3.3
WHEN I'M SHORT OF CASH	126	39	35	17	15	17	2	22	24	24	30	22	4
	7.8	9.4	8.8	6.0	9.2	8.0	1.9	11.0	5.6	6.4	9.3	10.6	6.7
TAKING CHILDREN OUT TO EAT	123	15	31	41	13	21	2	7	34	43	24	13	2
	7.6	3.6	7.8	14.4	8.0	9.9	1.9	3.5	7.9	11.4	7.4	6.3	3.3
DON'T WANT TO COOK	122	20	44	20	7	32		11	22	29	39	19	2
	7.5	4.8	11.1	7.0	4.3	15.1		5.5	5.1	7.7	12.1	9.2	3.3
DON'T LIKE/EAT AT FAST FOOD RESTAURANTS	86		4	1	1	10	59	16	11	8	7	14	23
	5.3		1.0	.4	.6	4.7	56.7	8.0	2.6	2.1	2.2	6.8	38.3
ON IMPULSE/SPUR OF THE MOMENT	46	19	8	5	6	7	1	7	13	12	7	7	
	2.8	4.6	2.0	1.8	3.7	3.3	1.0	3.5	3.0	3.2	2.2	3.4	
CONVENIENT LOCATION	42	10	5	10	5	7	1	3	6	2	17	12	1
	2.6	2.4	1.3	3.5	3.1	3.3	1.0	1.5	1.4	.5	5.3	5.8	1.7
FOOD IS GOOD	35	8	6	9	8	2	2	12	10	12		1	
	2.2	1.9	1.5	3.2	4.9	.9	1.9	6.0	2.3	3.2		.5	
IF NOTHING ELSE AVAILABLE	33	6	2	7	5	11	2	8	5	9	8	2	
	2.0	1.4	.5	2.5	3.1	5.2	1.9	4.0	1.2	2.4	2.5	1.0	

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Q.3 UNDER WHAT CIRCUMSTANCES ARE YOU MORE LIKELY TO GO TO A FAST FOOD PLACE TO EAT RATHER THAN ANOTHER KIND OF RESTAURANT?

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DON'T WANT TO GET DRESSED UP	7	5		2				1	3	1	1	1	
	.4	1.2		.7				.5	.7	.3	.3	.5	
MISCELLANEOUS	37	9	7	2	7	8	5	2	10	7	9	9	
	2.3	2.2	1.8	.7	4.3	3.8	4.8	1.0	2.3	1.9	2.8	4.3	
DON'T KNOW	112	20	13	11	9	13	21	8	31	21	19	16	6
	6.9	4.8	3.3	3.9	5.5	6.1	20.2	4.0	7.2	5.6	5.9	7.7	10.0

(PERCENTAGES ROUNDED)
Q100

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
CLEANLINESS

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	154
WEIGHTED BASE	1619	762	858	1414	204	219	376	421	296	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	535	233	301	455	79	84	105	122	95	124	353	178	73	220	175	68
	33.0	30.6	35.1	32.2	38.7	38.4	27.9	29.0	32.1	42.2	33.2	32.3	30.8	37.5	30.8	30.5
4	612	333	279	548	64	82	165	165	109	88	422	190	79	218	226	89
	37.8	43.7	32.5	38.8	31.4	37.4	43.9	39.2	36.8	29.9	39.7	34.5	33.3	37.1	39.7	39.9
3	309	143	166	269	40	33	78	98	59	34	186	121	53	92	111	50
	19.1	18.8	19.3	19.0	19.6	16.0	20.7	23.3	19.9	11.6	17.5	22.0	22.4	15.7	19.5	22.4
2	63	22	41	59	4	11	19	18	6	9	35	28	14	10	34	5
	3.9	2.9	4.8	4.2	2.0	5.0	5.1	4.3	2.0	3.1	3.3	5.1	5.9	1.7	6.0	2.2
1	12	3	9	12		2	4	5	2		10	3	2	5	3	3
	.7	.4	1.0	.8		.9	1.1	1.2	.7		.9	.5	.8	.9	.5	1.3
DON'T KNOW	88	27	62	72	17	5	6	13	25	39	58	31	16	44	20	9
	5.4	3.5	7.2	5.1	8.3	2.3	1.6	3.1	8.4	13.3	5.5	5.6	6.8	7.5	3.5	4.0
MEAN	4.04	4.05	4.03	4.02	4.17	4.10	3.94	3.93	4.07	4.28	4.07	3.98	3.96	4.17	3.98	4.00

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0045

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
CLEANLINESS

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	520	135	369	216	87	194	198	79	224	147	301	331	226
WEIGHTED BASE	1519	320	957	338	526	344	144	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION															
5	535	69	304	160	139	132	51	141	90	43	168	96	171	169	101
	35.0	21.6	31.8	47.3	26.4	38.4	35.4	38.6	30.0	31.4	40.1	33.7	34.8	32.4	31.2
4	612	145	380	87	217	131	51	122	110	49	119	81	194	208	129
	37.8	45.3	39.7	25.7	41.3	38.1	35.4	33.4	36.7	35.8	28.4	29.0	39.5	39.9	39.8
3	309	70	198	37	126	58	34	52	72	29	63	43	89	107	66
	19.1	21.9	20.7	10.9	24.0	15.9	23.6	14.2	24.0	21.2	15.0	15.4	18.1	20.5	20.4
2	63	15	40	8	27	10	6	10	14	4	23	7	17	21	17
	3.9	4.7	4.2	2.4	5.1	2.9	4.2	2.7	4.7	2.9	5.5	2.5	3.5	4.0	5.2
1	12	3	8	2	2	2	2	3	5		5	2	7	3	1
	.7	.9	.8	.6	.4	.6	1.4	.8	1.7		1.2	.7	1.4	.6	.3
DON'T KNOW	88	18	26	45	14	10		36	9	12	41	52	12	13	10
	5.4	5.6	2.7	13.3	2.7	2.9		9.9	3.0	8.8	9.8	18.6	2.4	2.5	3.1
MEAN	4.04	3.87	4.00	4.34	3.91	4.14	3.99	4.18	3.91	4.05	4.12	4.14	4.06	4.02	3.99

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0046

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
CLEANLINESS

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	405	81	325	411	254	137	485	331	154	317	83	234	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	535	117	18	98	132	93	40	181	140	41	105	36	69	126	168	241
	33.0	28.9	22.2	30.2	32.1	36.6	29.5	37.3	42.3	26.6	33.1	43.4	29.5	28.6	31.4	37.4
4	612	156	27	130	179	97	82	162	103	59	115	23	92	176	196	240
	37.8	38.5	33.3	40.0	43.6	38.2	52.2	33.4	31.1	38.3	36.3	27.7	39.3	40.0	36.6	37.3
3	309	98	22	76	72	50	23	82	46	36	56	15	41	96	119	94
	19.1	24.2	27.2	23.4	17.5	19.7	14.6	16.9	13.9	23.4	17.7	18.1	17.5	21.8	22.2	14.6
2	63	19	10	9	8	5	3	22	14	7	14	3	11	13	27	23
	3.9	4.7	12.3	2.8	1.9	2.0	1.9	4.5	4.2	4.5	4.4	3.6	4.7	3.0	5.0	3.6
1	12	2		2	5	4	1	1	1		5		5	3	4	6
	.7	.5		.6	1.2	1.6	.6	.2	.3		1.6		2.1	.7	.7	.9
DON'T KNOW	88	13	3	10	15	6	9	37	27	11	23	6	17	28	20	40
	5.4	3.2	3.7	3.1	3.6	2.4	5.7	7.6	8.2	7.1	7.3	7.2	7.3	6.4	3.7	6.2
MEAN	4.04	3.94	3.69	3.99	4.07	4.08	4.05	4.12	4.21	3.94	4.02	4.19	3.96	3.99	3.97	4.14

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0047

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
CLEANLINESS

52

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION													
5	535	142	118	103	55	70	23	77	162	110	99	85	1
	33.0	34.3	29.8	36.3	33.7	33.0	22.1	38.5	37.9	29.3	30.7	41.1	1.7
4	612	156	182	103	60	78	28	89	161	158	131	55	11
	37.8	37.7	46.0	36.3	36.8	36.8	26.9	44.5	37.6	42.0	40.6	26.6	18.3
3	309	88	65	53	40	42	17	26	81	83	70	44	
	19.1	21.3	16.4	18.7	24.5	19.8	16.3	13.0	18.9	22.1	21.7	21.3	
2	63	18	12	14	4	6	7	5	16	21	12	7	2
	3.9	4.3	3.0	4.9	2.5	2.8	6.7	2.5	3.7	5.6	3.7	3.4	3.3
1	12	4	4	3			2	1	5		2	1	3
	.7	1.0	1.0	1.1			1.9	.5	1.2		.6	.5	5.0
DON'T KNOW	88	5	15	8	4	17	28	1	4	3	8	14	43
	5.4	1.2	3.8	2.8	2.5	8.0	26.9	.5	.9	.8	2.5	6.8	71.7
MEAN	4.04	4.01	4.04	4.05	4.04	4.08	3.82	4.19	4.08	3.96	4.00	4.13	3.29

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0101

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
FOOD QUALITY

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	154
WEIGHTED BASE	1619	762	858	1414	204	219	376	421	296	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	432	183	248	365	67	69	86	89	89	95	280	147	65	173	145	49
	26.7	24.0	28.9	25.8	32.8	31.5	22.9	21.1	30.1	32.3	26.3	26.7	27.4	29.5	25.5	22.0
4	648	324	324	578	68	92	171	175	102	102	423	225	87	220	241	100
	40.0	42.5	37.8	40.9	33.3	42.0	45.5	41.6	34.5	34.7	39.8	40.8	36.7	37.5	42.4	44.8
3	373	204	169	330	42	50	86	129	58	48	255	117	51	120	143	56
	23.0	26.8	19.7	23.3	20.6	22.8	22.9	30.6	19.6	16.3	24.0	21.2	21.5	20.4	25.1	25.1
2	68	27	42	60	8	4	25	15	19	5	41	27	16	17	26	9
	4.2	3.5	4.9	4.2	3.9	1.8	6.6	3.6	6.4	1.7	3.9	4.9	6.8	2.9	4.6	4.0
1	24	3	21	20	4	2	8	3	6	4	12	12	5	15	1	3
	1.5	.4	2.4	1.4	2.0	.9	2.1	.7	2.0	1.4	1.1	2.2	2.1	2.6	.2	1.3
DON'T KNOW	73	22	54	60	15	1	1	10	23	40	52	24	15	42	13	6
	4.6	2.9	6.3	4.2	7.4	.5	.3	2.4	7.8	13.6	4.9	4.4	6.3	7.2	2.3	2.7
MEAN	3.90	3.89	3.92	3.89	3.98	4.02	3.80	3.81	3.91	4.10	3.91	3.89	3.85	3.95	3.90	3.94

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0049

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
FOOD QUALITY

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COLLEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20K - $29999	$15K - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	87	194	198	79	224	147	301	331	226
WEIGHTED BASE	1619	320	957	338	526	344	144	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION															
5	432	56	250	123	101	93	41	115	80	36	133	58	150	138	87
	26.7	17.5	26.1	36.4	19.2	27.0	28.5	31.5	26.7	26.3	31.7	20.8	30.5	26.5	26.9
4	648	124	411	110	212	157	48	144	125	53	146	100	217	210	119
	40.0	38.8	42.9	32.5	40.3	45.6	33.3	39.5	41.7	38.7	34.8	35.8	44.2	40.3	36.7
3	373	100	221	50	163	71	50	54	59	35	75	51	97	136	85
	23.0	31.3	23.1	14.8	31.0	20.6	34.7	14.8	19.7	25.5	17.9	18.3	19.8	26.1	26.2
2	68	21	41	6	35	12	3	11	20	5	17	14	11	20	23
	4.2	6.6	4.3	1.8	6.7	3.5	2.1	3.0	6.7	3.6	4.1	5.0	2.2	3.8	7.1
1	24	5	15	4	5	5	2	7	10	1	10	6	5	10	4
	1.5	1.6	1.6	1.2	1.0	1.5	1.4	1.9	3.3	.7	2.4	2.2	1.0	1.9	1.2
DON'T KNOW	75	13	17	45	10	5		34	7	8	40	51	11	7	5
	4.6	4.1	1.8	13.3	1.9	1.5		9.3	2.3	5.8	9.5	18.3	2.2	1.3	1.5
MEAN	3.90	3.67	3.90	4.17	3.72	3.95	3.85	4.05	3.83	3.91	3.98	3.83	4.03	3.87	3.82

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0050

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
FOOD QUALITY

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	405	81	325	411	254	157	485	331	154	317	83	234	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	432	94	21	73	96	65	32	147	114	33	94	31	63	112	120	200
	26.7	23.2	25.9	22.5	23.4	25.6	20.4	30.3	34.4	21.4	29.7	37.3	26.9	25.5	22.4	31.1
4	648	180	25	155	175	103	72	182	109	72	111	26	85	178	216	254
	40.0	44.4	30.9	47.7	42.6	40.6	45.9	37.5	32.9	46.8	35.0	31.3	36.3	40.5	40.4	39.4
3	373	90	26	64	107	70	36	101	69	32	74	19	56	100	141	132
	23.0	22.2	32.1	19.7	26.0	27.6	22.9	20.8	20.8	20.8	23.3	22.9	23.9	22.7	26.4	20.5
2	68	26	5	21	10	7	4	15	9	6	18	3	14	21	32	15
	4.2	6.4	6.2	6.5	2.4	2.8	2.5	3.1	2.7	3.9	5.7	3.6	6.0	4.8	6.0	2.3
1	24	4	1	3	8	4	4	8	8		4		4	9	6	9
	1.5	1.0	1.2	.9	1.9	1.6	2.5	1.6	2.4		1.3		1.7	2.0	1.1	1.4
DON'T KNOW	75	11	3	9	15	6	9	32	21	11	17	4	13	21	19	36
	4.6	2.7	3.7	2.8	3.6	2.4	5.7	6.6	6.3	7.1	5.4	4.8	5.6	4.8	3.6	5.6
MEAN	3.90	3.85	3.77	3.87	3.86	3.88	3.84	3.98	4.01	3.92	3.91	4.08	3.85	3.86	3.80	4.02

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0051

Q.6 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?

FOOD QUALITY

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION													
5	432	122	92	89	42	61	13	66	134	101	69	60	1
	26.7	29.5	23.2	31.3	25.8	28.8	12.5	33.0	31.3	26.9	21.4	29.0	1.7
4	648	153	185	115	61	86	40	77	177	162	131	86	7
	40.0	37.0	46.7	40.5	37.4	40.6	38.5	38.5	41.4	43.1	40.4	41.5	11.7
3	373	108	93	58	47	40	19	43	101	92	92	35	6
	23.0	26.1	23.5	20.4	28.8	18.9	18.3	21.5	23.6	24.5	28.5	16.9	10.0
2	68	19	15	17	7	7	1	13	9	21	17	9	
	4.2	4.6	3.8	6.0	4.3	3.3	1.0	6.5	2.1	5.6	5.3	4.3	
1	24	9	3	2	1		4		5		11	5	3
	1.5	2.2	.8	.7	.6		3.8		1.2		3.4	2.4	5.0
DON'T KNOW	75	2	7	4	4	18	28		2		2	13	43
	4.6	.5	1.8	1.4	2.5	8.5	26.9		.5		.6	6.3	71.7
MEAN	3.90	3.88	3.90	3.97	3.86	4.04	3.74	3.98	4.00	3.91	3.72	3.96	3.18

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0102

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
VARIETY OF FOOD & BEVERAGES OFFERED

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	154
WEIGHTED BASE	1619	762	858	1414	204	219	376	421	296	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	492	198	294	429	63	73	90	120	123	79	342	145	58	195	171	67
	30.4	26.0	34.3	30.3	30.9	33.3	23.9	28.5	41.6	26.9	32.2	26.3	24.5	33.2	30.1	30.0
4	568	294	274	496	70	81	152	144	83	104	352	215	92	207	185	85
	35.1	38.6	31.9	35.1	34.3	37.0	40.4	34.2	28.0	35.4	33.1	39.0	38.8	35.3	32.5	38.1
3	411	214	198	364	47	48	112	135	47	69	276	135	58	132	161	58
	25.4	28.1	23.1	25.7	23.0	21.9	29.8	32.1	15.9	23.5	26.0	24.5	24.5	22.5	28.3	26.0
2	59	30	30	51	8	14	14	12	17	3	36	23	12	9	33	6
	3.6	3.9	3.5	3.6	3.9	6.4	3.7	2.9	5.7	1.0	3.4	4.2	5.1	1.5	5.8	2.7
1	14	5	9	14		2	7	1	3		6	7	3	4	6	1
	.9	.7	1.0	1.0		.9	1.9	.2	1.0		.6	1.3	1.3	.7	1.1	.4
DON'T KNOW	75	22	54	60	15	1	2	10	23	39	51	25	15	41	13	6
	4.6	2.9	6.3	4.2	7.4	.5	.5	2.4	7.8	13.3	4.8	4.5	6.3	7.0	2.3	2.7
MEAN	3.95	3.88	4.01	3.94	4.00	3.96	3.81	3.90	4.12	4.02	3.98	3.89	3.85	4.06	3.87	3.97

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0053

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
VARIETY OF FOOD & BEVERAGES OFFERED

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	87	194	198	79	224	147	301	331	226
WEIGHTED BASE	1519	320	957	338	526	344	144	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION															
5	492	61	298	130	127	109	43	130	107	39	147	80	178	162	89
	32.4	19.1	31.1	38.5	24.1	31.7	29.9	35.6	35.7	28.5	35.1	28.7	36.3	27.3	27.5
4	568	118	338	109	190	138	49	106	100	54	121	75	166	202	124
	35.1	36.9	35.3	32.2	36.1	40.1	34.0	29.0	33.3	39.4	28.9	26.9	33.8	38.8	38.3
3	411	107	251	53	168	77	45	82	72	27	98	69	116	141	85
	25.4	33.4	26.2	15.7	31.9	22.4	31.3	22.5	24.0	19.7	23.4	24.7	23.6	27.1	26.2
2	59	16	42	1	26	15	3	10	11	7	12	2	17	23	17
	3.6	5.0	4.4	.3	4.9	4.4	2.1	2.7	3.7	5.1	2.9	.7	3.5	4.4	5.2
1	14	4	10		5		2	4	3	3	3	3	4	6	2
	.9	1.3	1.0		1.0		1.4	1.1	1.0	2.2	.7	1.1	.8	1.2	.6
DON'T KNOW	75	13	18	45	9	5	1	33	7	8	39	50	10	7	7
	4.6	4.1	1.9	13.3	1.7	1.5	.7	9.0	2.3	5.8	9.3	17.9	2.0	1.3	2.2
MEAN	3.95	3.71	3.93	4.26	3.79	4.01	3.93	4.05	4.01	3.92	4.04	3.99	4.03	3.88	3.89

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0054

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
VARIETY OF FOOD & BEVERAGES OFFERED

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	403	81	325	411	254	137	485	331	154	317	83	234	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	492	103	15	88	127	85	42	162	113	47	100	28	72	132	145	216
	30.4	25.4	18.5	27.1	30.9	33.5	26.8	33.4	34.7	30.5	31.5	33.7	30.8	30.0	27.1	33.5
4	568	158	27	131	140	89	52	177	117	60	92	23	70	160	184	224
	35.1	39.0	33.3	40.3	34.1	35.0	33.1	36.5	35.3	39.0	29.0	27.7	29.9	36.4	34.4	34.8
3	411	111	29	83	112	65	47	98	65	33	90	26	65	112	154	145
	25.4	27.4	35.8	25.5	27.3	25.6	29.9	20.2	19.6	21.4	28.4	31.3	27.8	25.5	28.8	22.5
2	59	18	5	12	15	8	7	13	8	4	14	4	10	12	31	17
	3.6	4.4	6.2	3.7	3.6	3.1	4.5	2.7	2.4	2.6	4.4	4.8	4.3	2.7	5.8	2.6
1	14	6	1	4	2	2		4	4		3		3	4	3	7
	.9	1.5	1.2	1.2	.5	.8		.8	1.2		.9		1.3	.9	.6	1.1
DON'T KNOW	75	10	3	7	15	6	9	32	21	11	18	4	14	21	18	36
	4.6	2.5	3.7	2.2	3.6	2.4	5.7	6.6	6.3	7.1	5.7	4.8	6.0	4.8	3.4	5.6
MEAN	3.93	3.84	3.65	3.90	3.93	3.99	3.87	4.06	4.07	4.04	3.91	3.93	3.90	3.96	3.85	4.03

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0055

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
VARIETY OF FOOD & BEVERAGES OFFERED

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION													
5	492	126	122	99	46	61	21	64	125	125	101	72	2
	30.4	30.4	30.8	34.9	28.2	28.8	20.2	32.0	29.2	33.2	31.3	34.8	3.3
4	568	161	147	93	56	73	32	72	159	139	113	68	8
	35.1	38.9	37.1	32.7	34.4	34.4	30.8	36.0	37.1	37.0	35.0	32.9	13.3
3	411	103	98	76	54	54	18	52	124	93	92	45	4
	25.4	24.9	24.7	26.8	33.1	25.5	17.3	26.0	29.0	24.7	28.5	21.7	6.7
2	59	17	16	11	3	7	5	9	13	17	12	8	
	3.6	4.1	4.0	3.9	1.8	3.3	4.8	4.5	3.0	4.5	3.7	3.9	
1	14	5	4	1	1	1	2		4	2	2	2	3
	.9	1.2	1.0	.4	.6	.5	1.9		.9	.5	.6	1.0	5.0
DON'T KNOW	75	2	9	4	2	17	28	2	2		2	10	43
	4.6	.5	2.3	1.4	1.2	8.0	26.9	1.0	.5		.6	4.8	71.7
MEAN	3.95	3.94	3.95	3.99	3.89	3.95	3.83	3.97	3.91	3.98	3.93	4.03	3.35

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0103

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
SPEED OF SERVICE

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	154
WEIGHTED BASE	1619	762	858	1414	204	219	376	421	296	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	343	156	187	302	41	39	60	77	78	83	237	102	53	147	94	49
	21.2	20.5	21.8	21.4	20.1	17.8	16.0	18.3	26.4	28.2	22.3	18.5	22.4	25.0	16.5	22.0
4	529	221	307	473	56	70	111	146	107	90	348	179	76	199	198	54
	32.7	29.0	35.8	33.5	27.5	32.0	29.5	34.7	36.1	30.6	32.7	32.5	32.1	33.9	34.8	24.2
3	517	290	226	453	64	77	160	147	77	55	345	171	69	151	209	88
	31.9	38.1	26.3	32.0	31.4	35.2	42.6	34.9	26.0	18.7	32.5	31.0	29.1	25.7	36.7	39.5
2	110	55	55	88	22	20	28	36	6	18	60	50	15	32	43	20
	6.8	7.2	6.4	6.2	10.8	9.1	7.4	8.5	2.0	6.1	5.6	9.1	6.3	5.5	7.6	9.0
1	39	17	23	33	5	11	14	4	2	9	19	21	6	15	12	6
	2.4	2.2	2.7	2.3	2.5	5.0	3.7	1.0	.7	3.1	1.8	3.8	2.5	2.6	2.1	2.7
DON'T KNOW	82	23	59	67	15	1	4	11	26	40	54	28	19	45	12	6
	5.1	3.0	6.9	4.7	7.4	.5	1.1	2.6	8.8	13.6	5.1	5.1	8.0	7.7	2.1	2.7
MEAN	3.67	3.60	3.73	3.68	3.56	3.49	3.47	3.62	3.94	3.86	3.72	3.56	3.71	3.79	3.57	3.55

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0057

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
SPEED OF SERVICE

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COLLEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	97	194	198	79	224	147	301	331	226
WEIGHTED BASE	1519	320	957	338	526	344	146	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION															
5	343	43	190	109	74	81	37	101	57	22	109	51	127	136	59
	21.2	13.4	19.9	32.2	14.1	23.5	25.7	27.7	19.0	16.1	26.0	18.3	25.9	26.3	18.2
4	529	116	325	86	184	119	38	97	124	48	134	83	159	188	99
	32.7	36.3	34.0	25.4	35.0	34.6	26.4	26.6	41.3	35.0	32.0	29.7	32.4	36.1	30.6
3	517	120	331	63	205	119	49	83	89	45	92	68	147	176	122
	31.9	37.5	34.6	18.6	39.0	34.6	34.0	22.7	29.7	32.8	22.0	24.4	29.9	33.8	37.7
2	110	20	68	21	38	13	12	34	17	5	33	15	37	31	28
	6.8	6.3	7.1	6.2	7.2	3.8	8.3	9.3	5.7	3.6	7.9	5.4	7.5	6.0	8.6
1	39	3	22	15	9	7	8	15	3	9	11	9	8	13	10
	2.4	.9	2.3	4.4	1.7	2.0	5.6	4.1	1.0	6.6	2.6	3.2	1.6	2.5	3.1
DON'T KNOW	82	17	20	45	14	5		35	10	9	41	53	14	8	6
	5.1	5.3	2.1	13.3	2.7	1.5		9.6	3.3	6.6	9.8	19.0	2.9	1.5	1.9
MEAN	3.67	3.58	3.63	3.86	3.54	3.75	3.58	3.71	3.74	3.53	3.78	3.67	3.75	3.67	3.53

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0058

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
SPEED OF SERVICE

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	405	81	325	411	254	157	485	331	154	317	83	234	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	343	73	15	58	85	47	38	118	96	22	67	23	43	82	101	160
	21.2	18.0	18.5	17.8	20.7	18.5	24.2	24.3	29.0	14.3	21.1	27.7	18.4	18.6	18.9	24.8
4	529	145	24	121	140	101	39	152	96	55	92	28	64	149	191	189
	32.7	35.8	29.6	37.2	34.1	39.8	24.8	31.3	29.0	35.7	29.0	33.7	27.4	33.9	35.7	29.3
3	517	126	25	101	129	80	49	151	98	53	110	22	88	148	168	201
	31.9	31.1	30.9	31.1	31.4	31.5	31.2	31.1	29.6	34.4	34.7	26.5	37.6	33.6	31.4	31.2
2	110	41	10	31	24	13	11	28	17	11	17	3	14	24	44	42
	6.8	10.1	12.3	9.5	5.8	5.1	7.0	5.8	5.1	7.1	5.4	3.6	6.0	5.5	8.2	6.5
1	39	10	4	7	16	5	11	4	2	2	10	2	7	13	12	14
	2.4	2.5	4.9	2.2	3.9	2.0	7.0	.8	.6	1.3	3.2	2.4	3.0	3.0	2.2	2.2
DON'T KNOW	82	11	3	8	17	7	9	32	21	11	22	5	17	25	19	39
	5.1	2.7	3.7	2.5	4.1	2.8	5.7	6.6	6.3	7.1	6.9	6.0	7.3	5.7	3.6	6.1
MEAN	3.67	3.58	3.46	3.60	3.64	3.70	3.55	3.78	3.86	3.59	3.64	3.86	3.56	3.63	3.63	3.72

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0059

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
SPEED OF SERVICE

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION													
5	343	84	85	62	36	36	22	41	107	79	69	41	3
	21.2	20.3	21.5	21.8	22.1	17.0	21.2	20.5	25.0	21.0	21.4	19.8	5.0
4	529	125	148	99	57	74	18	84	148	121	117	52	5
	32.7	30.2	37.4	34.9	35.0	34.9	17.3	42.0	34.6	32.2	36.2	25.1	8.3
3	517	154	121	89	55	64	29	67	140	129	98	73	2
	31.9	37.2	30.6	31.3	33.7	30.2	27.9	33.5	32.7	34.3	30.3	35.3	3.3
2	110	36	23	25	6	13	7	5	21	37	22	21	4
	6.8	8.7	5.8	8.8	3.7	6.1	6.7	2.5	4.9	9.8	6.8	10.1	6.7
1	39	12	8	4	6	6			8	9	14	8	
	2.4	2.9	2.0	1.4	3.7	2.8			1.9	2.4	4.3	3.9	
DON'T KNOW	82	4	10	4	3	19	29	1	4	1	2	12	47
	5.1	1.0	2.5	1.4	1.8	9.0	27.9	.5	.9	.3	.6	5.8	78.3
MEAN	3.67	3.57	3.72	3.68	3.69	3.63	3.72	3.82	3.77	3.60	3.64	3.50	3.50

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0104

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
ATMOSPHERE

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	154
WEIGHTED BASE	1619	762	858	1414	204	219	376	421	296	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	396	175	221	333	63	57	75	87	77	93	251	141	61	159	121	55
	24.5	23.0	25.8	23.6	30.9	26.0	19.9	20.7	26.0	32.3	23.6	25.6	25.7	27.1	21.3	24.7
4	540	261	278	474	66	89	121	126	112	86	367	173	61	201	202	76
	33.4	34.3	32.4	33.5	32.4	40.6	32.2	29.9	37.8	29.3	34.5	31.4	25.7	34.2	35.5	34.1
3	433	220	213	393	40	59	123	134	62	55	274	158	74	133	161	63
	26.7	28.9	24.8	27.8	19.6	26.9	32.7	31.8	20.9	18.7	25.8	28.7	31.2	22.7	28.3	28.3
2	130	59	71	118	12	9	38	51	14	16	94	35	16	38	62	14
	8.0	7.7	8.3	8.3	5.9	4.1	10.1	12.1	4.7	5.4	8.8	6.4	6.8	6.5	10.9	6.3
1	40	19	21	32	7	4	13	14	7	2	23	16	8	12	10	9
	2.5	2.5	2.4	2.3	3.4	1.8	3.5	3.3	2.4	.7	2.2	2.9	3.4	2.0	1.8	4.0
DON'T KNOW	81	28	53	65	16	1	5	10	24	41	53	28	18	44	13	6
	5.0	3.7	6.2	4.6	7.8	.5	1.3	2.4	8.1	13.9	5.0	5.1	7.6	7.5	2.3	2.7
MEAN	3.73	3.70	3.75	3.71	3.88	3.85	3.56	3.54	3.88	4.01	3.72	3.74	3.69	3.84	3.65	3.71

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0061

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
ATMOSPHERE

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COLLEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20K - $29999	$15K - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	87	194	198	79	224	147	301	331	226
WEIGHTED BASE	1619	320	957	338	526	344	144	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION															
5	396	41	230	123	79	97	33	121	71	28	122	71	143	119	63
	24.5	12.8	24.0	36.4	15.0	28.2	20.8	33.2	23.7	20.4	29.1	25.4	29.1	22.8	19.4
4	540	86	344	109	181	116	56	116	103	46	129	91	160	176	112
	33.4	26.9	35.9	32.2	34.4	33.7	38.9	31.8	34.3	33.6	30.8	32.6	32.6	33.8	34.6
3	433	122	261	47	182	81	39	70	92	35	84	45	124	157	104
	26.7	38.1	27.3	13.9	34.6	23.5	27.1	19.2	30.7	25.5	20.0	16.1	25.3	30.1	32.1
2	130	40	79	11	59	31	12	16	17	20	34	16	39	48	29
	8.0	12.5	8.3	3.3	11.2	9.0	8.3	4.4	5.7	14.6	8.1	5.8	7.9	9.2	9.0
1	40	15	21	3	13	12	3	7	9		12	7	14	10	8
	2.5	4.7	2.2	.9	2.5	3.5	2.1	1.9	3.0		2.9	2.5	2.9	1.9	2.5
DON'T KNOW	81	15	22	45	11	5	3	35	7	9	38	51	11	11	7
	5.0	4.7	2.3	13.3	2.1	1.5	2.1	9.6	2.3	6.6	9.1	18.3	2.2	2.1	2.2
MEAN	3.73	3.32	3.73	4.15	3.49	3.76	3.73	3.99	3.72	3.64	3.83	3.93	3.79	3.68	3.61

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0062

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
ATMOSPHERE

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	405	81	325	411	254	157	485	331	154	317	83	234	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	396	88	12	76	92	57	35	145	115	30	71	29	43	116	105	175
	24.5	21.7	14.8	23.4	22.4	22.4	22.3	29.9	34.7	19.5	22.4	34.9	18.4	26.4	19.6	27.2
4	540	135	16	119	150	94	56	148	92	56	106	23	83	127	191	222
	33.4	33.3	19.8	36.6	36.5	37.0	35.7	30.5	27.8	36.4	33.4	27.7	35.5	28.9	35.7	34.5
3	433	123	42	82	119	71	47	110	69	41	82	20	61	126	157	151
	26.7	30.4	51.9	25.2	29.0	28.0	29.9	22.7	20.8	26.6	25.9	24.1	26.1	28.6	29.3	23.4
2	130	29	7	22	30	21	9	38	25	13	32	5	27	31	52	46
	8.0	7.2	8.6	6.8	7.3	8.3	5.7	7.8	7.6	8.4	10.1	6.0	11.5	7.0	9.7	7.1
1	40	20	2	18	5	4	1	11	8	3	4	1	3	16	9	15
	2.5	4.9	2.5	3.5	1.2	1.6	.6	2.3	2.4	1.9	1.3	1.2	1.3	3.6	1.7	2.3
DON'T KNOW	81	11	3	8	15	6	9	33	22	11	22	5	17	24	21	36
	5.0	2.7	3.7	2.5	3.6	2.4	5.7	6.8	6.6	7.1	6.9	6.0	7.3	5.5	3.9	5.6
MEAN	3.73	3.61	3.37	3.67	3.74	3.72	3.78	3.84	3.91	3.68	3.71	3.95	3.63	3.71	3.64	3.81

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0063

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
ATMOSPHERE

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	416	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION													
5	396	98	100	70	35	53	20	52	102	92	91	59	
	24.5	23.7	25.3	24.6	21.5	25.0	19.2	26.0	23.8	24.5	28.2	28.5	
4	540	132	144	102	66	76	16	60	149	136	113	73	5
	33.4	31.9	36.4	35.9	40.5	35.8	15.4	30.0	34.8	36.2	35.0	35.3	8.3
3	433	128	107	73	36	48	33	70	130	95	84	39	9
	26.7	30.9	27.0	25.7	22.1	22.6	31.7	35.0	30.4	25.3	26.0	18.8	15.0
2	130	37	29	31	13	14	4	14	38	41	21	16	
	8.0	8.9	7.3	10.9	8.0	6.6	3.8	7.0	8.9	10.9	6.5	7.7	
1	40	13	6	4	6	3	4	4	7	10	9	7	3
	2.5	3.6	1.5	1.4	3.7	1.4	3.8	2.0	1.6	2.7	2.8	3.4	5.0
DON'T KNOW	81	4	9	4	7	18	28	1	2	2	6	12	43
	5.0	1.0	2.3	1.4	4.3	8.5	26.9	.5	.5	.5	1.9	5.8	71.7
MEAN	3.73	3.64	3.78	3.73	3.71	3.84	3.57	3.71	3.71	3.69	3.81	3.83	2.94

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0105

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
LOCATION CONVENIENCE

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	154
WEIGHTED BASE	1619	762	858	1414	204	219	376	421	296	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	563	256	307	499	63	75	108	143	121	110	356	202	95	216	179	70
	34.8	33.6	35.8	35.3	30.9	34.2	28.7	34.0	40.9	37.4	33.5	36.7	40.1	36.8	31.5	31.4
4	507	248	259	450	56	58	137	126	85	95	348	159	66	186	178	77
	31.3	32.5	30.2	31.8	27.5	26.5	36.4	29.9	28.7	32.3	32.7	28.9	27.8	31.7	31.3	34.5
3	347	162	185	303	44	59	101	108	52	25	235	112	42	103	150	53
	21.4	21.3	21.6	21.4	21.6	26.9	26.9	25.7	17.6	8.5	22.1	20.3	17.7	17.5	26.4	23.8
2	90	51	39	72	17	14	21	27	10	18	49	40	12	28	36	14
	5.6	6.7	4.5	5.1	8.3	6.4	5.6	6.4	3.4	6.1	4.6	7.3	5.1	4.8	6.3	6.3
1	28	16	12	22	6	10	6	8	3	1	17	11	4	8	12	3
	1.7	2.1	1.4	1.6	2.9	4.6	1.6	1.9	1.0	.3	1.6	2.0	1.7	1.4	2.1	1.3
DON'T KNOW	85	29	56	68	17	3	3	11	24	45	59	27	18	46	15	6
	5.3	3.8	6.5	4.8	8.3	1.4	.8	2.6	8.1	15.3	5.6	4.9	7.6	7.8	2.6	2.7
MEAN	3.97	3.92	4.01	3.99	3.82	3.81	3.86	3.90	4.15	4.18	3.97	3.96	4.08	4.06	3.86	3.91

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
D065

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
LOCATION CONVENIENCE

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20K - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	87	194	198	79	224	147	301	331	226
WEIGHTED BASE	1519	320	957	338	526	344	144	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION															
5	563	79	334	147	168	129	53	125	109	42	155	82	187	181	114
	36.8	24.7	34.9	43.5	31.9	37.5	36.8	34.2	36.3	30.7	37.0	29.4	38.1	34.7	35.2
4	507	131	295	79	182	109	44	102	99	53	107	83	145	188	91
	31.3	40.9	30.8	23.4	34.6	31.7	30.6	27.9	33.0	38.7	25.5	29.7	29.5	36.1	28.1
3	347	77	229	41	130	67	32	74	73	25	87	40	104	110	89
	21.4	24.1	23.9	12.1	24.7	19.5	22.2	20.3	24.3	18.2	20.8	14.3	21.2	21.1	27.5
2	90	15	57	18	28	24	9	21	6	7	27	17	30	28	15
	5.6	4.7	6.0	5.3	5.3	7.0	6.3	5.8	2.0	5.1	6.4	6.1	6.1	5.4	4.6
1	28	5	19	4	7	7	5	5	5	4	3	3	12	6	7
	1.7	1.6	2.0	1.2	1.3	2.0	3.5	1.4	1.7	2.9	.7	1.1	2.4	1.2	2.2
DON'T KNOW	85	13	23	49	11	7	1	37	8	8	41	53	14	9	7
	5.3	4.1	2.4	14.5	2.1	2.0	.7	10.1	2.7	5.8	9.8	19.0	2.9	1.7	2.2
MEAN	3.97	3.86	3.93	4.20	3.92	3.98	3.92	3.98	4.03	3.93	4.01	4.00	3.97	3.99	3.92

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0366

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
LOCATION CONVENIENCE

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	405	81	325	411	254	157	485	331	154	317	83	236	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	563	154	31	122	133	85	48	182	137	45	94	29	65	140	184	239
	34.8	38.0	38.3	37.5	32.4	33.5	30.6	37.5	41.4	29.2	29.7	34.9	27.8	31.8	34.4	37.1
4	507	115	19	96	140	94	46	149	102	47	102	26	76	137	161	209
	31.3	28.4	23.5	29.5	34.1	37.0	29.3	30.7	30.8	30.5	32.2	31.3	32.5	31.1	30.1	32.5
3	347	94	22	72	87	50	37	91	55	36	76	14	62	98	139	109
	21.4	23.2	27.2	22.2	21.2	19.7	23.6	18.8	16.6	23.4	24.0	16.9	26.5	22.3	26.0	16.9
2	90	26	4	22	21	10	11	22	12	10	20	6	14	33	24	32
	5.6	6.4	4.9	6.8	5.1	3.9	7.0	4.5	3.6	6.5	6.3	7.2	6.0	7.5	4.5	5.0
1	28	6	2	4	10	6	3	9	3	5	4	1	3	9	6	13
	1.7	1.5	2.5	1.2	2.4	2.4	1.9	1.9	.9	3.2	1.3	1.2	1.3	2.0	1.1	2.0
DON'T KNOW	85	11	3	9	21	8	12	32	22	11	21	7	14	23	20	42
	5.3	2.7	3.7	2.8	5.1	3.1	7.6	6.6	6.6	7.1	6.6	8.4	6.0	5.2	3.7	6.5
MEAN	3.97	3.97	3.94	3.98	3.93	3.99	3.86	4.04	4.16	3.82	3.89	4.00	3.85	3.88	3.96	4.04

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0067

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
LOCATION CONVENIENCE

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION													
5	563	153	146	98	34	73	30	82	167	128	109	74	3
	34.8	37.0	36.9	34.5	33.1	34.4	28.8	41.0	39.0	34.0	33.7	35.7	5.0
4	507	138	117	92	56	64	29	78	145	110	106	52	8
	31.3	33.3	29.5	32.4	34.4	30.2	27.9	39.0	33.9	29.3	32.8	25.1	13.3
3	347	90	90	77	35	31	14	30	91	104	71	43	4
	21.4	21.7	22.7	27.1	21.5	14.6	13.5	15.0	21.3	27.7	22.0	20.8	6.7
2	90	23	28	6	12	18		6	17	22	25	18	2
	5.6	5.6	7.1	2.1	7.4	8.5		3.0	4.0	5.9	7.7	8.7	3.3
1	28	8	6	6	1	3	1	4	4	11	6	4	
	1.7	1.9	1.5	2.1	.6	1.4	1.0	2.0	.9	2.9	1.9	1.9	
DON'T KNOW	85	2	8	5	5	23	29		5		6	16	43
	5.3	.5	2.0	1.8	3.1	10.8	27.9		1.2		1.9	7.7	71.7
MEAN	3.97	3.98	3.95	3.97	3.95	3.98	4.18	4.14	4.07	3.86	3.91	3.91	3.71

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0106

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
PRICE PAID FOR VALUE RECEIVED

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	154
WEIGHTED BASE	1619	762	858	1414	204	219	376	421	296	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	427	169	258	384	42	38	68	106	98	113	276	147	76	175	134	40
	26.4	22.2	30.1	27.2	20.6	17.4	18.1	25.2	33.1	38.4	26.0	26.7	32.1	29.8	23.6	17.9
4	600	299	301	515	85	80	171	170	97	78	408	191	79	204	216	100
	37.1	39.2	35.1	36.4	41.7	36.5	45.5	40.4	32.8	26.5	38.4	34.7	33.3	34.8	38.0	44.8
3	385	201	184	337	48	63	99	110	63	48	254	130	48	128	153	54
	23.8	26.4	21.4	23.8	23.5	28.8	26.3	26.1	21.3	16.3	23.9	23.6	20.3	21.8	26.9	24.2
2	108	57	51	96	12	31	26	26	10	11	62	45	12	31	45	19
	6.7	7.5	5.9	6.8	5.9	14.2	6.9	6.2	3.4	3.7	5.8	8.2	5.1	5.3	7.9	8.5
1	19	11	8	16	3	4	11	2	2	2	8	11	4	5	7	3
	1.2	1.4	.9	1.1	1.5	1.8	2.9	.5	.7	.7	.8	2.0	1.7	.9	1.2	1.3
DON'T KNOW	81	24	57	66	15	3	1	9	27	42	54	27	17	44	14	6
	5.0	3.1	6.6	4.7	7.4	1.4	.3	2.1	9.1	14.3	5.1	4.9	7.2	7.5	2.5	2.7
MEAN	3.85	3.76	3.94	3.86	3.79	3.54	3.69	3.85	4.03	4.15	3.88	3.80	3.96	3.94	3.77	3.72

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0069

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
PRICE PAID FOR VALUE RECEIVED

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	87	194	198	79	224	147	301	331	226
WEIGHTED BASE	1619	320	957	338	526	344	144	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION															
5	427	54	240	132	96	103	38	125	88	27	142	51	153	149	73
	26.4	16.9	25.1	39.1	18.3	29.9	26.4	34.2	29.3	19.7	33.9	18.3	31.2	28.6	22.5
4	600	151	363	84	247	120	54	95	119	55	127	102	182	184	132
	37.1	47.2	37.9	24.9	47.0	34.9	37.5	26.0	39.7	40.1	30.3	36.6	37.1	35.3	40.7
3	385	77	248	57	129	91	40	73	61	34	88	54	118	128	82
	23.8	24.1	25.9	16.9	24.5	26.5	27.8	20.0	20.3	24.8	21.0	19.4	24.0	24.6	25.3
2	108	23	70	15	42	22	6	27	23	12	16	14	22	41	30
	6.7	7.2	7.3	4.4	8.0	6.4	4.2	7.4	7.7	8.8	3.8	5.0	4.5	7.9	9.3
1	19	3	11	5	2	2	4	7	1	2	5	5	6	7	1
	1.2	.9	1.1	1.5	.4	.6	2.8	1.9	.3	1.5	1.2	1.8	1.2	1.3	.3
DON'T KNOW	81	12	24	45	10	5	2	37	7	8	42	53	10	12	5
	5.0	3.8	2.5	13.3	1.9	1.5	1.4	10.1	2.3	5.8	10.0	19.0	2.0	2.3	1.5
MEAN	3.85	3.75	3.81	4.10	3.76	3.89	3.82	3.93	3.92	3.72	4.02	3.80	3.94	3.84	3.77

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0070

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
PRICE PAID FOR VALUE RECEIVED

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	405	81	325	411	256	157	485	331	154	317	83	234	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	427	93	16	77	108	61	48	140	111	30	85	30	55	109	126	191
	26.4	23.0	19.8	23.7	26.3	24.0	30.6	28.9	33.5	19.5	26.8	36.1	23.5	24.8	23.6	29.7
4	600	177	33	144	145	107	38	165	99	66	113	29	83	166	211	223
	37.1	43.7	40.7	44.3	35.3	42.1	24.2	34.0	29.9	42.9	35.6	34.9	35.5	37.7	39.4	34.6
3	385	96	24	72	106	61	45	103	70	33	80	12	68	109	135	141
	23.8	23.7	29.6	22.2	25.8	24.0	28.7	21.2	21.1	21.4	25.2	14.5	29.1	24.8	25.2	21.9
2	108	22	4	17	32	16	17	35	23	12	19	7	12	30	37	41
	6.7	5.4	4.9	5.2	7.8	6.3	10.8	7.2	6.9	7.8	6.0	8.4	5.1	6.8	6.9	6.4
1	19	7		7				8	7	1	4	2	3	6	6	6
	1.2	1.7		2.2				1.6	2.1	.6	1.3	2.4	1.3	1.4	1.1	.9
DON'T KNOW	81	11	3	8	19	10	9	34	21	12	17	4	13	21	19	41
	5.0	2.7	3.7	2.5	4.6	3.9	5.7	7.0	6.3	7.8	5.4	4.8	5.6	4.8	3.6	6.4
MEAN	3.85	3.83	3.79	3.84	3.84	3.87	3.79	3.87	3.92	3.79	3.85	3.98	3.79	3.81	3.80	3.92

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0071

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
PRICE PAID FOR VALUE RECEIVED

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION													
5	427	108	106	66	45	60	25	69	128	91	86	49	1
	26.4	26.1	26.8	23.2	27.6	28.3	24.0	34.5	29.9	24.2	26.6	23.7	1.7
4	600	153	161	121	51	72	31	82	160	150	133	61	8
	37.1	37.0	40.7	42.6	31.3	34.0	29.8	41.0	37.4	39.9	41.2	29.5	13.3
3	385	104	90	75	48	50	13	40	99	102	75	64	2
	23.8	25.1	22.7	26.4	29.4	23.6	12.5	20.0	23.1	27.1	23.2	30.9	3.3
2	108	41	23	16	15	9	3	7	29	30	22	18	
	6.7	9.9	5.8	5.6	9.2	4.2	2.9	3.5	6.8	8.0	6.8	8.7	
1	19	4	5	2	2	1	4	1	6	1	4	4	3
	1.2	1.0	1.3	.7	1.2	.5	3.8	.5	1.4	.3	1.2	1.9	5.0
DON'T KNOW	81	4	11	4	2	20	28		5	2	2	11	46
	5.0	1.0	2.8	1.4	1.2	9.4	26.9		1.2	.5	.6	5.3	76.7
MEAN	3.85	3.78	3.88	3.83	3.76	3.94	3.92	4.06	3.89	3.80	3.86	3.68	3.29

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0137

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
CONVENIENCE BECAUSE YOU DIDN'T HAVE TO PREPARE THE FOOD

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	154
WEIGHTED BASE	1619	762	858	1414	204	219	376	421	296	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	853	347	506	747	106	116	178	215	170	167	549	299	136	306	290	119
	52.7	45.5	59.0	52.8	52.0	53.0	47.3	51.1	57.4	56.8	51.6	54.3	57.4	52.1	51.0	53.4
4	417	230	187	368	49	58	128	110	57	59	275	142	47	151	158	61
	25.8	30.2	21.8	26.0	24.0	26.5	34.0	26.1	19.3	20.1	25.9	25.8	19.8	25.7	27.8	27.4
3	206	128	78	180	26	37	52	70	32	14	143	63	23	75	83	25
	12.7	16.8	9.1	12.7	12.7	16.9	13.8	16.6	10.8	4.8	13.5	11.4	9.7	12.8	14.6	11.2
2	37	21	16	31	6	2	12	10	3	7	24	13	9	4	16	8
	2.3	2.8	1.9	2.2	2.9	.9	3.2	2.4	1.7	2.4	2.3	2.4	3.8	.7	2.8	3.6
1	28	11	17	26	2	3	3	6	7	9	19	9	7	10	8	3
	1.7	1.4	2.0	1.8	1.0	1.4	.8	1.4	2.4	3.1	1.8	1.6	3.0	1.7	1.4	1.3
DON'T KNOW	78	24	54	63	15	3	2	10	24	39	53	25	15	41	15	7
	4.8	3.1	6.3	4.5	7.4	1.4	.5	2.4	8.1	13.3	5.0	4.5	6.3	7.0	2.6	3.1
MEAN	4.32	4.20	4.43	4.32	4.33	4.31	4.25	4.26	4.39	4.44	4.30	4.35	4.33	4.35	4.27	4.32

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0073

78

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
CONVENIENCE BECAUSE YOU DIDN'T HAVE TO PREPARE THE FOOD

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COLLEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20K - $29999	$15K - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EMPLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	97	194	198	79	224	147	301	331	226
WEIGHTED BASE	1519	320	957	338	526	344	144	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION															
5	853	135	539	176	252	197	81	203	184	75	245	130	264	281	179
	52.7	42.2	56.3	52.1	47.9	57.3	56.3	54.8	61.3	54.7	58.7	46.6	53.8	53.9	55.2
4	417	100	244	71	151	98	28	81	66	40	80	53	139	141	94
	25.8	31.3	25.5	21.0	28.7	28.5	19.4	22.2	22.0	29.2	19.1	19.0	28.3	27.1	25.9
3	206	56	122	27	93	35	33	26	32	15	31	25	58	73	45
	12.7	17.5	12.7	8.0	17.7	10.2	22.9	7.1	10.7	10.9	7.4	9.0	11.8	14.0	13.9
2	37	8	21	8	11	6		11	4		12	11	11	9	6
	2.3	2.5	2.2	2.4	2.1	1.7		3.0	1.3		2.9	3.9	2.2	1.7	1.9
1	28	6	12	10	7	2	2	15	4		12	10	8	8	2
	1.7	1.9	1.3	3.0	1.3	.6	1.4	4.1	1.3		2.9	3.5	1.6	1.5	.6
DON'T KNOW	78	14	18	47	11	6		33	9	8	38	50	12	8	7
	4.8	4.4	1.9	13.9	2.1	1.7		9.0	3.0	5.8	9.1	17.9	2.4	1.5	2.2
MEAN	4.32	4.15	4.36	4.35	4.23	4.43	4.29	4.32	4.46	4.46	4.41	4.23	4.33	4.32	4.37

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0074

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
CONVENIENCE BECAUSE YOU DIDN'T HAVE TO PREPARE THE FOOD

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	405	81	325	411	254	157	485	331	154	317	83	234	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	853	223	41	182	206	129	77	272	202	70	152	49	103	236	294	324
	52.7	55.1	50.6	56.0	50.1	50.8	49.0	56.1	61.0	45.5	47.9	59.0	44.0	53.6	55.0	50.3
4	417	107	20	86	98	59	39	128	76	53	84	18	67	107	126	183
	25.8	26.4	24.7	26.5	23.8	23.2	24.8	26.4	23.0	34.4	26.5	21.7	28.6	24.3	23.6	28.4
3	206	45	12	33	72	47	24	45	27	18	44	7	38	56	73	77
	12.7	11.1	14.8	10.2	17.5	18.5	15.3	9.3	8.2	11.7	13.9	8.4	16.2	12.7	13.6	12.0
2	37	10	2	8	10	7	3	7	4	3	10	3	7	10	14	13
	2.3	2.5	2.5	2.5	2.4	2.8	1.9	1.4	1.2	1.9	3.2	3.6	3.0	2.3	2.6	2.0
1	28	9	3	6	9	5	4	2	2		7	3	5	10	7	12
	1.7	2.2	3.7	1.8	2.2	2.0	2.5	.4	.6		2.2	3.6	2.1	2.3	1.3	1.9
DON'T KNOW	78	11	3	8	16	7	9	31	20	11	20	4	16	22	20	36
	4.8	2.7	3.7	2.5	3.9	2.8	5.7	6.4	6.0	7.1	6.3	4.8	6.8	5.0	3.7	5.6
MEAN	4.32	4.33	4.21	4.37	4.22	4.21	4.24	4.46	4.52	4.32	4.23	4.34	4.16	4.31	4.33	4.30

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0075

80

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
CONVENIENCE BECAUSE YOU DIDN'T HAVE TO PREPARE THE FOOD

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION													
5	853	231	224	170	79	99	29	133	243	201	180	86	7
	52.7	55.8	56.6	59.9	48.5	46.7	27.9	66.5	56.8	53.5	55.7	41.5	11.7
4	417	111	112	61	43	59	29	39	123	103	80	63	5
	25.8	26.8	28.3	21.5	26.4	27.8	27.9	19.5	28.7	27.4	24.8	30.4	8.3
3	206	52	45	30	34	25	14	19	48	61	44	29	2
	12.7	12.6	11.4	10.6	20.9	11.8	13.5	9.5	11.2	16.2	13.6	14.0	3.3
2	37	12	1	13	4	6	1	6	8	3	6	14	
	2.3	2.9	.3	4.6	2.5	2.8	1.0	3.0	1.9	.8	1.9	6.8	
1	28	4	6	4		6	4	2	5	4	11	3	3
	1.7	1.0	1.5	1.4		2.8	3.8	1.0	1.2	1.1	3.4	1.4	5.0
DON'T KNOW	78	5	8	6	2	17	28	1	2	3	2	12	43
	4.8	1.2	2.0	2.1	1.2	8.0	26.9	.5	.5	.8	.6	5.8	71.7
MEAN	4.32	4.35	4.41	4.37	4.23	4.23	4.01	4.48	4.38	4.33	4.28	4.10	3.76

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0108

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
ATTITUDE OF SERVERS

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	154
WEIGHTED BASE	1619	762	858	1414	204	219	376	421	296	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	521	220	301	459	62	74	100	121	105	121	358	164	70	233	143	76
	32.2	28.9	35.1	32.5	30.4	33.8	26.6	28.7	35.5	41.2	33.7	29.8	29.5	39.7	25.1	34.1
4	569	288	281	511	57	70	146	170	99	79	384	183	76	184	231	75
	35.1	37.8	32.8	36.1	27.9	32.0	38.8	40.4	33.4	26.9	36.1	33.2	32.1	31.3	40.6	33.6
3	345	192	152	304	40	54	98	104	55	31	230	115	44	90	159	52
	21.3	25.2	17.7	21.5	19.6	24.7	26.1	24.7	18.6	10.5	21.6	20.9	18.6	15.3	27.9	23.3
2	77	28	49	60	17	11	22	12	11	20	32	45	26	20	21	10
	4.8	3.7	5.7	4.2	8.3	5.0	5.9	2.9	3.7	6.8	3.0	8.2	11.0	3.4	3.7	4.5
1	30	13	17	20	9	9	8	6	3	4	10	20	3	18	4	4
	1.9	1.7	2.0	1.4	4.4	4.1	2.1	1.4	1.0	1.4	.9	3.6	1.3	3.1	.7	1.8
DON'T KNOW	78	21	57	59	19	1	2	9	23	39	50	24	19	42	11	6
	4.8	2.8	6.6	4.2	9.3	.5	.5	2.1	7.8	13.3	4.7	4.4	8.0	7.2	1.9	2.7
MEAN	3.96	3.91	4.00	3.98	3.79	3.87	3.82	3.94	4.07	4.15	4.03	3.81	3.84	4.09	3.87	3.96

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0077

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
ATTITUDE OF SERVERS

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20K - $29999	$15K - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	87	194	198	79	224	147	301	331	226
WEIGHTED BASE	1519	320	957	338	526	344	144	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION															
5	521	61	304	157	128	111	46	156	90	43	167	93	169	171	92
	32.2	19.1	31.8	46.4	24.3	32.3	31.9	42.7	30.0	31.4	39.9	32.3	34.4	32.8	28.4
4	569	136	357	75	206	129	49	104	106	51	122	79	178	175	135
	35.1	42.5	37.3	22.2	39.2	37.5	34.0	28.5	35.3	37.2	29.1	28.3	36.3	33.6	41.7
3	345	93	207	41	155	88	41	37	73	25	55	33	106	134	67
	21.3	29.1	21.6	12.1	29.5	19.8	28.5	10.1	24.3	18.2	13.1	11.8	21.6	25.7	20.7
2	77	18	48	11	25	13	7	25	13	7	29	18	20	26	13
	4.8	5.6	5.0	3.3	4.8	3.8	4.9	6.8	4.3	5.1	6.9	6.5	4.1	5.0	4.0
1	30		20	10	2	13	2	10	7	1	9	3	4	7	10
	1.9		2.1	3.0	.4	3.8	1.4	2.7	2.3	.7	2.1	2.9	.8	1.3	3.1
DON'T KNOW	78	13	20	45	9	9		33	11	9	38	50	14	8	5
	4.8	4.1	2.1	13.3	1.7	2.6		9.0	3.7	6.6	9.1	17.9	2.9	1.5	1.5
MEAN	3.96	3.78	3.94	4.22	3.84	3.93	3.93	4.12	3.90	4.01	4.07	3.99	4.02	3.93	3.90

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0078

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
ATTITUDE OF SERVERS

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	405	81	325	411	254	157	485	331	154	317	83	234	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION																
5	521	132	30	103	124	79	45	165	120	45	100	34	66	141	147	234
	32.2	32.6	37.0	31.7	30.2	31.1	28.7	34.0	36.3	29.2	31.5	41.0	28.2	32.0	27.5	36.3
4	569	138	27	111	150	89	61	166	111	55	114	27	88	155	198	216
	35.1	34.1	33.3	34.2	36.5	35.0	38.9	34.2	33.5	35.7	36.0	32.5	37.6	35.2	37.0	33.5
3	345	91	17	74	93	60	33	98	60	38	62	15	48	91	130	124
	21.3	22.5	21.0	22.8	22.6	23.6	21.0	20.2	18.1	24.7	19.6	18.1	20.5	20.7	24.3	19.3
2	77	25	3	22	21	18	4	16	11	5	15	2	12	22	31	24
	4.8	6.2	3.7	6.8	5.1	7.1	2.5	3.3	3.3	3.2	4.7	2.4	5.1	5.0	5.8	3.7
1	30	5	1	4	8	2	5	9	9		8		8	10	8	12
	1.9	1.2	1.2	1.2	1.9	.8	3.2	1.9	2.7		2.5		3.4	2.3	1.5	1.9
DON'T KNOW	78	14	3	11	15	6	9	31	20	11	18	5	13	22	21	35
	4.8	3.5	3.7	3.4	3.6	2.4	5.7	6.4	6.0	7.1	5.7	6.0	5.6	5.0	3.9	5.4
MEAN	3.96	3.94	4.05	3.91	3.91	3.91	3.93	4.02	4.04	3.98	3.95	4.19	3.86	3.94	3.87	4.04

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0079

Q.4 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECT CONCERNING MODERATELY PRICED FAMILY RESTAURANTS?
ATTITUDE OF SERVERS

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SATISFACTION													
5	521	129	126	93	51	81	24	69	154	118	101	75	5
	32.2	31.2	31.8	32.7	31.3	38.2	23.1	34.5	36.0	31.4	31.3	36.2	8.3
4	569	145	162	101	54	69	34	93	143	129	121	69	6
	35.1	35.0	40.9	35.6	33.1	32.5	32.7	46.5	33.4	34.3	37.5	33.3	10.0
3	345	105	83	61	43	31	13	31	105	100	73	29	2
	21.3	25.4	21.0	21.5	26.4	14.6	12.5	15.5	24.5	26.6	22.6	14.0	3.3
2	77	17	15	18	11	12	3	7	12	22	16	18	2
	4.8	4.1	3.8	6.3	6.7	5.7	2.9	3.5	2.8	5.9	5.0	8.7	3.3
1	30	15	3	3	2	2	2		11	2	10	5	2
	1.9	3.6	.8	1.1	1.2	.9	1.9		2.6	.5	3.1	2.4	3.3
DON'T KNOW	78	4	7	8	2	17	28		2	5	2	10	43
	4.8	1.0	1.8	2.8	1.2	8.0	26.9		.5	1.3	.6	4.8	71.7
MEAN	3.96	3.87	4.01	3.95	3.88	4.10	3.99	4.12	3.98	3.91	3.89	3.97	3.59

NOTE: 5 REPRESENTS VERY SATISFIED;
1 REPRESENTS VERY DISSATISFIED.

(PERCENTAGES ROUNDED)
0109

Q.5 HOW OFTEN DO YOU USUALLY GO TO MODERATELY PRICED FAMILY RESTAURANTS?

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	665	338	142	331	379	154
WEIGHTED BASE	1619	762	856	1414	204	219	376	421	296	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FREQUENCY OF EATING OUT																
MORE THAN ONCE A WEEK	200	117	83	183	17	33	32	60	34	41	128	72	29	89	71	11
	12.4	15.4	9.7	12.9	8.3	15.1	8.5	14.3	11.5	13.9	12.0	13.1	12.2	15.2	12.5	4.9
ABOUT ONCE A WEEK	428	208	220	382	47	58	105	119	69	76	285	144	54	180	145	48
	26.4	27.3	25.6	27.0	23.0	26.5	27.9	28.3	23.3	25.9	26.8	26.1	22.8	30.7	25.5	21.5
ONCE EVERY TWO OR THREE WEEKS	376	176	199	320	56	62	108	100	59	39	239	132	57	106	104	48
	23.2	23.1	23.2	22.6	27.5	28.3	28.7	23.8	19.9	13.3	22.5	24.0	24.1	18.1	25.8	21.5
ABOUT ONCE A MONTH	323	150	173	281	41	40	92	77	61	51	218	105	43	97	112	70
	20.0	19.7	20.2	19.9	20.1	18.3	24.5	18.3	20.6	17.3	20.5	19.1	18.1	16.5	19.7	31.4
LESS OFTEN THAN ONCE A MONTH	207	79	128	178	27	21	32	59	41	52	133	74	34	72	64	37
	12.8	10.4	14.9	12.6	13.2	9.6	8.5	14.0	13.9	17.7	12.5	13.4	14.3	12.3	11.2	16.6
NEVER	60	16	44	47	13	3	5	5	18	30	42	18	16	30	8	6
	3.7	2.1	5.1	3.3	6.4	1.4	1.3	1.2	6.1	10.2	4.0	3.3	6.8	5.1	1.4	2.7
CAN'T SAY	26	16	10	23	3	3	2	1	15	5	19	7	5	14	4	3
	1.6	2.1	1.2	1.6	1.5	1.4	.5	.2	5.1	1.7	1.8	1.3	2.1	2.4	.7	1.3

(PERCENTAGES ROUNDED)
0081

Q.5 HOW OFTEN DO YOU USUALLY GO TO MODERATELY PRICED FAMILY RESTAURANTS?

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	37	194	198	79	224	147	301	331	226
WEIGHTED BASE	1519	320	957	338	526	344	144	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FREQUENCY OF EATING OUT															
MORE THAN ONCE A WEEK	200	51	115	34	84	55	10	29	46	10	27	2	24	74	100
	12.4	15.9	12.0	10.1	16.0	15.0	6.9	7.9	15.3	7.3	6.4	.7	4.9	14.2	30.9
ABOUT ONCE A WEEK	428	81	272	75	151	103	37	71	78	41	101	2	118	212	95
	26.4	25.3	28.4	22.2	28.7	29.9	25.7	19.5	26.0	29.9	24.1	.7	24.0	40.7	29.3
ONCE EVERY TWO OR THREE WEEKS	376	84	236	54	142	92	45	60	99	23	77	28	144	129	75
	23.2	26.3	24.7	16.0	27.0	23.8	31.9	16.4	33.0	16.8	18.4	10.0	29.3	24.8	23.1
ABOUT ONCE A MONTH	323	62	197	64	100	61	25	90	45	29	98	97	113	72	38
	20.0	19.4	20.6	18.9	19.0	17.7	17.4	24.7	15.0	21.2	23.4	34.8	23.0	13.8	11.7
LESS OFTEN THAN ONCE A MONTH	207	29	108	68	34	37	26	80	24	24	80	95	73	26	13
	12.8	9.1	11.3	20.1	6.5	10.8	18.1	21.9	8.0	17.5	19.1	34.1	14.9	5.0	4.0
NEVER	60	9	24	27	12	4		20	4	6	34	45	9	2	2
	3.7	2.8	2.5	8.0	2.3	1.2		5.5	1.3	4.4	8.1	16.1	1.8	.4	.6
CAN'T SAY	26	4	5	17	3	1		14	5	3	2	9	9	5	
	1.6	1.3	.5	5.0	.6	.3		3.8	1.7	2.2	.5	3.2	1.8	1.0	

(PERCENTAGES ROUNDED)
0032

Q.5 HOW OFTEN DO YOU USUALLY GO TO MODERATELY PRICED FAMILY RESTAURANTS?

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1009	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1619	405	81	325	411	254	157	485	331	154	317	83	234	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FREQUENCY OF EATING OUT																
MORE THAN ONCE A WEEK	200	34	7	27	51	31	20	84	57	28	30	7	23	56	59	85
	12.4	8.4	8.6	8.3	12.4	12.2	12.7	17.3	17.2	18.2	9.5	8.4	9.8	12.7	11.0	13.2
ABOUT ONCE A WEEK	428	95	20	74	113	67	46	135	90	45	85	25	60	110	144	174
	26.4	23.5	24.7	22.8	27.5	26.4	29.3	27.8	27.2	29.2	26.8	30.1	25.6	25.0	26.9	27.0
ONCE EVERY TWO OR THREE WEEKS	376	105	25	79	106	77	28	92	64	29	73	17	57	98	149	129
	23.2	25.9	30.9	24.3	25.8	30.3	17.8	19.0	19.3	18.8	23.0	20.5	24.4	22.3	27.9	20.0
ABOUT ONCE A MONTH	323	81	20	61	75	43	33	91	62	30	75	18	57	95	102	126
	20.0	20.0	24.7	18.8	18.2	16.9	21.0	18.8	18.7	19.5	23.7	21.7	24.4	21.6	19.1	19.6
LESS OFTEN THAN ONCE A MONTH	207	72	5	66	46	29	17	56	43	14	33	11	21	50	58	99
	12.8	17.8	6.2	20.3	11.2	11.4	10.8	11.5	13.0	9.1	10.4	13.3	9.0	11.4	10.8	15.4
NEVER	60	11	2	9	15	5	9	20	10	10	15	2	13	22	16	22
	3.7	2.7	2.5	2.8	3.6	2.0	5.7	4.1	3.0	6.5	4.7	2.4	5.6	5.0	3.0	3.4
CAN'T SAY	26	9	1	8	4	1	3	6	6		7	3	4	11	5	10
	1.6	2.2	1.2	2.5	1.0	.4	1.9	1.2	1.8		2.2	3.6	1.7	2.5	.9	1.6

(PERCENTAGES ROUNDED)
0083

Q.5 HOW OFTEN DO YOU USUALLY GO TO MODERATELY PRICED FAMILY RESTAURANTS?

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FREQUENCY OF EATING OUT													
MORE THAN ONCE A WEEK	200	83	40	23	13	21	19	200					
	12.4	20.0	10.1	8.1	8.0	9.9	18.3	100.0					
ABOUT ONCE A WEEK	428	168	119	56	32	27	16		428				
	26.4	40.6	30.1	19.7	19.6	12.7	15.4		100.0				
ONCE EVERY TWO OR THREE WEEKS	376	99	116	79	30	32	10			376			
	23.2	23.9	29.3	27.8	18.4	15.1	9.6			100.0			
ABOUT ONCE A MONTH	323	49	88	84	39	44	12				323		
	20.0	11.8	22.2	29.6	23.9	20.8	11.5				100.0		
LESS OFTEN THAN ONCE A MONTH	207	15	19	37	44	74	16					207	
	12.8	3.6	4.8	13.0	27.0	34.9	15.4					100.0	
NEVER	60		11	3	5	14	28						60
	3.7		2.8	1.1	3.1	6.6	26.9						100.0
CAN'T SAY	26		4	3		1	3						
	1.6		1.0	1.1		.5	2.9						

(PERCENTAGES ROUNDED)
0110

Q.6 UNDER WHAT CIRCUMSTANCES ARE YOU MORE LIKELY TO GO TO A MODERATELY PRICED FAMILY RESTAURANT TO EAT?

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
NUMBER OF INTERVIEWS	1008	506	502	874	133	120	280	294	165	141	668	338	142	331	379	154
WEIGHTED BASE	1619	762	856	1414	204	219	376	421	296	294	1063	551	237	597	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CIRCUMSTANCES																
WHEN DINING WITH FAMILY	226	98	128	192	34	16	66	76	37	29	175	51	26	45	93	62
	14.0	12.9	14.9	13.6	16.7	7.3	17.6	18.1	12.5	9.9	16.5	9.3	11.0	7.7	16.3	27.8
WHEN I WANT AFFORDABLE/ LOWER PRICED FOOD	202	97	105	184	18	30	47	55	32	39	133	69	23	72	81	27
	12.5	12.7	12.2	13.0	8.8	13.7	12.5	13.1	10.8	13.3	12.5	12.5	9.7	12.3	14.2	12.1
ON SPECIAL OCCASIONS	175	76	99	158	17	32	30	48	34	31	118	57	21	58	59	37
	10.8	10.0	11.5	11.2	8.3	14.6	8.0	11.4	11.5	10.5	11.1	10.3	8.9	9.9	10.4	16.6
GOOD FOOD QUALITY	152	85	67	129	22	16	38	54	21	23	110	42	28	59	53	12
	9.4	11.2	7.8	9.1	10.8	7.3	10.1	12.8	7.1	7.8	10.3	7.6	11.8	10.1	9.3	5.4
BETTER ATMOSPHERE/ MORE RELAXING	147	73	74	133	15	22	36	53	19	19	95	53	15	58	52	22
	9.1	9.6	8.6	9.4	7.4	10.0	9.6	12.6	6.4	6.5	8.9	9.6	6.3	9.9	9.1	9.9
JUST TO GO OUT	139	73	66	123	16	12	26	26	39	35	107	32	17	68	46	8
	8.6	9.6	7.7	8.7	7.8	5.5	6.9	6.2	13.2	11.9	10.1	5.8	7.2	11.6	8.1	3.6
WHEN I DON'T FEEL LIKE COOKING	127	47	80	111	16	16	45	33	16	15	89	37	12	33	67	14
	7.8	6.2	9.3	7.9	7.8	7.3	12.0	7.8	5.4	5.1	8.4	6.7	5.1	5.6	11.8	6.3
WHEN DINING WITH FRIENDS	117	47	71	90	28	24	29	20	16	29	52	65	26	46	27	17
	7.2	6.2	8.3	6.4	13.7	11.0	7.7	4.8	5.4	9.9	4.9	11.8	11.0	7.8	4.7	7.6
CONVENIENT LOCATION	103	48	54	91	12	15	20	30	13	21	62	36	15	46	29	12
	6.4	6.3	6.3	6.4	5.9	6.8	5.3	7.1	4.4	7.1	5.8	6.5	6.3	7.8	5.1	5.4
WHEN IN A HURRY	81	39	42	75	6	8	20	34	11	8	54	27	12	25	35	8
	5.0	5.1	4.9	5.3	2.9	3.7	5.3	8.1	3.7	2.7	5.1	4.9	5.1	4.3	6.2	3.5
MENU SELECTION/ MORE VARIETY	76	30	45	66	10	7	13	24	19	12	56	19	11	36	25	5
	4.7	3.9	5.2	4.7	4.9	3.2	3.5	5.7	6.4	4.1	5.3	3.4	4.6	6.1	4.4	2.2

(CONTINUED)

Q.6 UNDER WHAT CIRCUMSTANCES ARE YOU MORE LIKELY TO GO TO A MODERATELY PRICED FAMILY RESTAURANT TO EAT?

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MALE	FEMALE	WHITE	NON-WHITE	18-24 YEARS	25-34 YEARS	35-49 YEARS	50-64 YEARS	65 YRS & OVER	MARRIED	NOT MARRIED	ONE	TWO	THREE OR FOUR	FIVE OR MORE
WEIGHTED BASE	1619	762	858	1414	204	219	376	421	295	294	1063	551	237	587	569	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TO GET AWAY FROM FAST FOOD	57	35	22	51	5	17	20	8	11		39	18	11	11	29	5
	3.5	4.6	2.6	3.6	2.5	7.8	5.3	1.9	3.7		3.7	3.3	4.6	1.9	5.1	2.2
WHEN I WANT TO SIT DOWN & BE SERVED	49	27	22	41	8	13	10	17	6	3	28	21	13	17	16	2
	3.0	3.5	2.6	2.9	3.9	5.9	2.7	4.0	2.0	1.0	2.6	3.8	5.5	2.9	2.8	.9
WHEN I HAVE THE EXTRA MONEY	44	18	27	42	2	9	16	10	6	3	25	18	4	14	21	4
	2.7	2.4	3.1	3.0	1.0	4.1	4.3	2.4	2.0	1.0	2.4	3.3	1.7	2.4	3.7	1.8
FOR A WEEKEND MEAL	37	18	19	33	4	6	9	6	12	3	18	20	7	12	13	5
	2.3	2.4	2.2	2.3	2.0	2.7	2.4	1.4	4.1	1.0	1.7	3.6	3.0	2.0	2.3	2.2
WHEN OUT OF TOWN	34	10	24	31	3	3	7	12	8	3	18	16	3	11	11	9
	2.1	1.3	2.8	2.2	1.5	1.4	1.9	2.9	2.7	1.0	1.7	2.9	1.3	1.9	1.9	4.0
NEVER EAT A MEAL OUT	29	10	19	19	10	1	1	2	4	19	15	14	9	13	6	1
	1.8	1.3	2.2	1.3	4.9	.5	.3	.5	1.4	6.5	1.4	2.5	3.8	2.2	1.1	.4
WHEN GOING OUT FOR LUNCH	25	8	17	24	1		9	7	8		19	6	1	8	14	1
	1.5	1.0	2.0	1.7	.5		2.4	1.7	2.7		1.8	1.1	.4	1.4	2.5	.4
BUSINESS MEETINGS	12	9	3	12		1	4	6			8	4	3	2	7	
	.7	1.2	.3	.8		.5	1.1	1.4			.8	.7	1.3	.3	1.2	
MISCELLANEOUS	45	11	34	37	8	8	10	1	13	13	22	23	9	15	16	5
	2.8	1.4	4.0	2.6	3.9	3.7	2.7	.2	4.4	4.4	2.1	4.2	3.8	2.6	2.8	2.2
DON'T KNOW	157	80	78	143	14	21	37	26	35	36	94	64	32	63	37	25
	9.7	10.5	9.1	10.1	6.9	9.6	9.8	6.2	11.8	12.2	8.8	11.6	13.5	10.7	6.5	11.2

(PERCENTAGES ROUNDED)
0085

Q.6 UNDER WHAT CIRCUMSTANCES ARE YOU MORE LIKELY TO GO TO A MODERATELY PRICED FAMILY RESTAURANT TO EAT?

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
NUMBER OF INTERVIEWS	1008	250	620	135	369	216	87	194	198	79	224	147	301	331	226
WEIGHTED BASE	1619	320	957	338	526	344	144	365	500	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CIRCUMSTANCES															
WHEN DINING WITH FAMILY	226	60	133	32	84	55	12	47	45	17	65	32	86	65	43
	14.0	18.8	13.9	9.5	16.0	16.0	8.3	12.9	15.0	12.4	15.8	11.5	17.5	12.5	13.3
WHEN I WANT AFFORDABLE/ LOWER PRICED FOOD	202	47	116	37	78	51	17	38	42	15	48	30	54	71	48
	12.5	14.7	12.1	10.9	14.8	14.8	11.8	10.4	14.0	10.9	11.5	10.3	11.0	13.6	14.8
ON SPECIAL OCCASIONS	175	15	104	56	37	54	17	52	22	15	62	39	60	45	31
	10.8	4.7	10.9	16.6	7.0	15.7	11.8	14.2	7.3	10.9	14.8	14.0	12.2	8.6	9.6
GOOD FOOD QUALITY	152	23	97	32	51	37	14	33	30	15	22	26	53	40	33
	9.4	7.2	10.1	9.5	9.7	10.8	9.7	9.0	10.0	10.9	5.3	9.3	10.8	7.7	10.2
BETTER ATMOSPHERE/ MORE RELAXING	147	29	96	23	59	36	8	28	31	13	30	21	32	63	32
	9.1	9.1	10.0	6.8	11.2	10.5	5.6	7.7	10.3	9.5	7.2	7.5	6.5	12.1	9.9
JUST TO GO OUT	139	44	58	36	46	22	23	25	23	8	35	18	50	55	14
	8.6	13.8	6.1	10.7	8.7	6.4	16.0	6.8	7.7	5.8	8.4	6.5	10.2	10.6	4.3
WHEN I DON'T FEEL LIKE COOKING	127	29	85	13	50	26	10	11	35	7	37	6	44	43	35
	7.8	9.1	8.9	3.8	9.5	7.6	6.9	3.0	11.7	5.1	8.8	2.2	9.0	8.3	10.8
WHEN DINING WITH FRIENDS	117	14	79	24	25	29	11	32	25	14	32	27	32	38	21
	7.2	4.4	8.3	7.1	4.8	8.4	7.6	8.8	5.3	10.2	7.6	9.7	6.5	7.3	6.5
CONVENIENT LOCATION	103	20	71	11	39	26	11	9	27	3	24	7	29	43	23
	6.4	6.3	7.4	3.3	7.4	7.6	7.6	2.5	9.0	2.2	5.7	2.5	5.9	8.3	7.1
WHEN IN A HURRY	81	23	55	3	45	15	7	6	24	5	14	5	14	31	30
	5.0	7.2	5.7	.9	8.6	4.4	4.9	1.6	3.0	3.6	3.3	1.8	2.9	6.0	9.3
MENU SELECTION/ MORE VARIETY	76	13	46	17	18	25	1	24	11	16	18	16	16	19	22
	4.7	4.1	4.8	5.0	3.4	7.3	.7	6.6	3.7	11.7	4.3	5.7	3.7	3.6	6.8

(CONTINUED)

Q.6 UNDER WHAT CIRCUMSTANCES ARE YOU MORE LIKELY TO GO TO A MODERATELY PRICED FAMILY RESTAURANT TO EAT?

		EDUCATION			ANNUAL HOUSEHOLD INCOME				EMPLOYMENT STATUS OF WOMEN INTERVIEWED			NUMBER OF TIMES EAT OUT IN AN AVERAGE WEEK			
	TOTAL	COL-LEGE GRAD	HIGH SCHOOL GRAD	LESS THAN HIGH SCHOOL	$30000 & OVER	$20M - $29999	$15M - $19999	UNDER $15000	FULL TIME	PART TIME	NOT EM-PLOYED	NONE	ONE	TWO OR THREE	FOUR & OVER
WEIGHTED BASE	1619	320	957	338	526	344	144	365	300	137	419	279	491	521	324
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TO GET AWAY FROM FAST FOOD	57	19	28	9	20	14	4	9	10	4	8	5	8	27	17
	3.5	5.9	2.9	2.7	3.8	4.1	2.8	2.5	3.3	2.9	1.9	1.8	1.6	5.2	5.2
WHEN I WANT TO SIT DOWN & BE SERVED	49	11	34	5	16	15	4	6	11	9	2		19	20	10
	3.0	3.4	3.6	1.5	3.0	4.4	2.8	1.6	3.7	6.6	.5		3.9	3.8	3.1
WHEN I HAVE THE EXTRA MONEY	44	6	28	9	12	10	4	11	3	10	12		13	24	2
	2.7	1.9	2.9	2.7	2.3	2.9	2.8	3.0	1.0	7.3	2.9	.8	2.6	4.6	.6
FOR A WEEKEND MEAL	37	8	24	5	13	10	3	10	6	6	7	5	8	19	5
	2.3	2.5	2.5	1.5	2.5	2.9	2.1	2.7	2.0	4.4	1.7	1.8	1.6	3.6	1.5
WHEN OUT OF TOWN	34	6	24	3	13	1	6	11	7	2	15	8	13	6	7
	2.1	1.9	2.5	.9	2.5	.3	4.2	3.0	2.3	1.5	3.6	2.9	2.6	1.2	2.2
NEVER EAT A MEAL OUT	29	2	13	14	3	1		11	1	5	13	24	2	3	
	1.8	.6	1.4	4.1	.6	.3		3.0	.3	3.6	3.1	8.6	.4	.6	
WHEN GOING OUT FOR LUNCH	25	8	12	5	19	1		2	10	3	5	2	5	7	11
	1.5	2.5	1.3	1.5	3.6	.3		.5	3.3	2.2	1.2	.7	1.0	1.3	3.4
BUSINESS MEETINGS	12	6	6		6	4			2		1			2	9
	.7	1.9	.6		1.1	1.2			.7		.2			.4	2.8
MISCELLANEOUS	45	7	24	14	11	4	1	11	8	2	24	11	10	19	7
	2.8	2.2	2.5	4.1	2.1	1.2	.7	3.0	2.7	1.5	5.7	3.9	2.0	3.5	2.2
DON'T KNOW	157	24	88	45	44	25	17	44	28	8	42	44	56	38	17
	9.7	7.5	9.2	13.3	8.4	7.3	11.8	12.1	9.3	5.8	10.0	15.8	11.4	7.3	5.2

(PERCENTAGES ROUNDED)
0056

Q.6 UNDER WHAT CIRCUMSTANCES ARE YOU MORE LIKELY TO GO TO A MODERATELY PRICED FAMILY RESTAURANT TO EAT?

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
NUMBER OF INTERVIEWS	1008	251	56	195	257	158	99	302	198	104	198	53	145	287	336	385
WEIGHTED BASE	1019	405	81	325	411	254	157	485	331	154	317	83	236	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CIRCUMSTANCES																
WHEN DINING WITH FAMILY	226	65	15	50	48	36	12	61	38	23	52	18	34	73	66	87
	16.0	16.0	18.5	15.4	11.7	14.2	7.6	12.6	11.5	14.9	16.4	21.7	14.5	16.6	12.3	13.5
WHEN I WANT AFFORDABLE/ LOWER PRICED FOOD	202	52	11	41	54	33	21	65	40	24	32	9	23	62	72	68
	12.5	12.8	13.6	12.6	13.1	13.0	13.4	13.4	12.1	15.6	10.1	10.8	9.8	14.1	13.5	10.6
ON SPECIAL OCCASIONS	175	50	4	47	37	24	12	56	39	17	32	12	21	34	48	93
	10.8	12.3	4.9	14.5	9.0	9.4	7.6	11.5	11.8	11.0	10.1	14.5	9.0	7.7	9.0	14.4
GOOD FOOD QUALITY	152	28	1	27	51	37	14	40	21	19	33	7	26	41	49	62
	9.4	6.9	1.2	8.3	12.4	14.6	8.9	8.2	6.3	12.3	10.4	8.4	11.1	9.3	9.2	9.6
BETTER ATMOSPHERE/ MORE RELAXING	147	39	9	30	37	26	11	40	19	21	32	12	20	39	55	54
	9.1	9.6	11.1	9.2	9.0	10.2	7.0	8.2	5.7	13.6	10.1	14.5	8.5	8.9	10.3	8.4
JUST TO GO OUT	139	39	12	27	30	25	5	44	32	12	26	3	23	26	50	61
	8.6	9.6	14.8	8.3	7.3	9.8	3.2	9.1	9.7	7.8	8.2	3.6	9.8	6.4	9.3	9.5
WHEN I DON'T FEEL LIKE COOKING	127	34	5	29	27	17	10	35	24	11	30	3	27	36	50	40
	7.8	8.4	6.2	8.9	6.6	6.7	6.4	7.2	7.3	7.1	9.5	3.6	11.5	8.2	9.3	6.2
WHEN DINING WITH FRIENDS	117	48	11	37	33	21	13	11	5	6	24	6	18	37	41	39
	7.2	11.9	13.6	11.4	8.0	8.3	8.3	2.3	1.5	3.9	7.6	7.2	7.7	8.4	7.7	6.1
CONVENIENT LOCATION	103	29	8	21	24	18	6	22	13	9	28	8	20	20	33	50
	6.4	7.2	9.9	6.5	5.8	7.1	3.8	4.5	3.9	5.8	8.8	9.6	8.5	4.5	6.2	7.8
WHEN IN A HURRY	81	24	8	16	30	18	12	18	13	5	9	3	6	17	27	37
	5.0	5.9	9.9	4.9	7.3	7.1	7.6	3.7	3.9	3.2	2.8	3.6	2.6	3.9	5.0	5.7
MENU SELECTION/ MORE VARIETY	76	11		11	18	8	9	37	30	7	9	5	5	22	21	32
	4.7	2.7		3.4	4.4	3.1	5.7	7.6	9.1	4.5	2.8	5.0	2.1	5.0	3.9	5.0

(CONTINUED)

Q.6 UNDER WHAT CIRCUMSTANCES ARE YOU MORE LIKELY TO GO TO A MODERATELY PRICED FAMILY RESTAURANT TO EAT?

		REGION												CITY SIZE		
		EAST			MID-WEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID-AT-LANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PACI-FIC	CEN-TRAL CITY	SUBURB	RURAL
WEIGHTED BASE	1619	405	81	325	411	254	157	485	331	154	317	83	234	440	535	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TO GET AWAY FROM FAST FOOD	57	8	2	6	21	7	15	23	18	5	4		4	7	15	35
	3.5	2.0	2.5	1.8	5.1	2.8	9.6	4.7	5.4	3.2	1.3		1.7	1.6	2.8	5.4
WHEN I WANT TO SIT DOWN & BE SERVED	49	14	3	10	8	6	2	21	10	12	7	3	4	16	16	17
	3.0	3.5	3.7	3.1	1.9	2.4	1.3	4.3	3.0	7.8	2.2	3.6	1.7	3.6	3.0	2.6
WHEN I HAVE THE EXTRA MONEY	44	16	1	15	14	9	4	2	1	1	12	2	11	9	22	13
	2.7	4.0	1.2	4.6	3.4	3.5	2.5	.4	.3	.6	3.8	2.4	4.7	2.0	4.1	2.0
FOR A WEEKEND MEAL	37	6	1	5	18	9	9	7	6	1	6	2	4	7	14	17
	2.3	1.5	1.2	1.5	4.4	3.5	5.7	1.4	1.8	.6	1.9	2.4	1.7	1.6	2.6	2.6
WHEN OUT OF TOWN	34	14	3	11	9	3	6	11	9	2				2	15	17
	2.1	3.5	3.7	3.4	2.2	1.2	3.8	2.3	2.7	1.3				.5	2.8	2.6
NEVER EAT A MEAL OUT	29	4		4	6	6		12	7	5	8		3	16	13	
	1.8	1.0		1.2	1.5	2.4		2.5	2.1	3.2	2.5		3.4	3.6	2.4	
WHEN GOING OUT FOR LUNCH	25	4	1	3	10	8	3	4	1	3	8	1	7	6	10	9
	1.5	1.0	1.2	.9	2.4	3.1	1.9	.8	.3	1.9	2.5	1.2	3.0	1.4	1.9	1.4
BUSINESS MEETINGS	12	2		2	4	4		3	1	2	2		2	4	3	4
	.7	.5		.6	1.0	1.6		.6	.3	1.3	.6		.9	.9	.6	.6
MISCELLANEOUS	45	6	1	5	17	8	9	15	12	3	7	2	5	11	15	19
	2.8	1.5	1.2	1.5	4.1	3.1	5.7	3.1	3.6	1.9	2.2	2.4	2.1	2.5	2.8	3.0
DON'T KNOW	157	24	4	20	35	14	21	64	46	19	34	8	26	55	40	63
	9.7	5.9	4.9	6.2	8.5	5.5	13.4	13.2	13.9	12.3	10.7	9.6	11.1	12.5	7.5	9.8

(PERCENTAGES ROUNDED)
0387

Q.5 UNDER WHAT CIRCUMSTANCES ARE YOU MORE LIKELY TO GO TO A MODERATELY PRICED FAMILY RESTAURANT TO EAT?

95

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
NUMBER OF INTERVIEWS	1008	274	248	174	99	126	63	132	267	242	197	126	31
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CIRCUMSTANCES													
WHEN DINING WITH FAMILY	226	53	71	43	21	29	7	16	49	57	77	25	1
	14.0	12.8	17.9	15.1	12.9	13.7	6.7	8.0	11.4	15.2	23.8	12.1	1.7
WHEN I WANT AFFORDABLE/ LOWER PRICED FOOD	202	53	27	42	28	26	19	51	43	40	39	23	2
	12.5	12.8	6.8	14.8	17.2	12.3	18.3	25.5	10.0	10.6	12.1	11.1	3.3
ON SPECIAL OCCASIONS	175	43	49	29	26	22	5	20	27	30	46	51	1
	10.8	10.4	12.4	10.2	16.0	10.4	4.8	10.0	6.3	8.0	14.2	24.6	1.7
GOOD FOOD QUALITY	152	34	43	31	10	21	10	31	43	35	18	19	6
	9.4	8.2	10.9	10.9	6.1	9.9	9.6	15.5	10.0	9.3	5.6	9.2	10.0
BETTER ATMOSPHERE/ MORE RELAXING	147	39	49	11	17	23	8	20	49	37	30	12	
	9.1	9.4	12.4	3.9	10.4	10.8	7.7	10.0	11.4	9.8	9.3	5.8	
JUST TO GO OUT	139	33	29	32	6	21	15	12	40	38	23	19	3
	8.6	8.0	7.3	11.3	3.7	9.9	14.4	6.0	9.3	10.1	7.1	9.2	5.0
WHEN I DON'T FEEL LIKE COOKING	127	36	37	21	14	12	7	13	43	50	15	6	
	7.8	8.7	9.3	7.4	8.6	5.7	6.7	6.5	10.0	13.3	4.6	2.9	
WHEN DINING WITH FRIENDS	117	30	24	30	9	24		5	25	37	24	25	
	7.2	7.2	6.1	10.6	5.5	11.3		2.5	5.8	9.8	7.4	12.1	
CONVENIENT LOCATION	103	27	22	21	9	13	9	27	33	34	4	3	1
	6.4	6.5	5.6	7.4	5.5	6.1	8.7	13.5	7.7	9.0	1.2	1.4	1.7
WHEN IN A HURRY	81	29	16	14	10	7	2	12	31	21	11	5	
	5.0	7.0	4.0	4.9	6.1	3.3	1.9	6.0	7.2	5.6	3.4	2.4	
MENU SELECTION/ MORE VARIETY	76	27	15	7	15	6	5	7	29	19	14	7	
	4.7	6.5	3.8	2.5	9.2	2.8	4.8	3.5	6.8	5.1	4.3	3.4	

(CONTINUED)

Q.6 UNDER WHAT CIRCUMSTANCES ARE YOU MORE LIKELY TO GO TO A MODERATELY PRICED FAMILY RESTAURANT TO EAT?

96

		FREQUENCY OF EATING AT FAST FOOD PLACE						FREQUENCY OF EATING AT FAMILY STYLE RESTAURANT					
	TOTAL	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ONCE EVERY 2 - 3 WEEKS	ABOUT ONCE A MONTH	LESS OFTEN THAN ONCE A MONTH	NEVER
WEIGHTED BASE	1619	414	396	284	163	212	104	200	428	376	323	207	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TO GET AWAY FROM FAST FOOD	57	25	15	9	2	3		4	12	29	3	4	
	3.5	6.0	3.8	3.2	1.2	1.4		2.0	2.8	7.7	2.5	1.9	
WHEN I WANT TO SIT DOWN & BE SERVED	49	10	19	6	4	5	3	12	24	10		3	
	3.0	2.4	4.8	2.1	2.5	2.4	2.9	6.0	5.6	2.7		1.4	
WHEN I HAVE THE EXTRA MONEY	44	5	18	12	2	4		2	15	12	9	6	
	2.7	1.2	4.5	4.2	1.2	1.9		1.0	3.5	3.2	2.8	2.9	
FOR A WEEKEND MEAL	37	7	13	7	4	6		6	12	10	9	1	
	2.3	1.7	3.3	2.5	2.5	2.8		3.0	2.8	2.7	2.8	.5	
WHEN OUT OF TOWN	34	6	9	4	9	5	1		8	7	6	12	
	2.1	1.4	2.3	1.4	5.5	2.4	1.0		1.9	1.9	1.9	5.8	
NEVER EAT A MEAL OUT	29			1	5	8	14					8	20
	1.8			.4	3.1	3.8	13.5					3.9	33.3
WHEN GOING OUT FOR LUNCH	25	8	5	3	5	3	1	7	9	5	2		2
	1.5	1.9	1.3	1.1	3.1	1.4	1.0	3.5	2.1	1.3	.6		3.3
BUSINESS MEETINGS	12	6	2	3		1		2	4	4	1		
	.7	1.4	.5	1.1		.5		1.0	.9	1.1	.3		
MISCELLANEOUS	45	12	11	6	4	6		4	14	13	14		
	2.8	2.9	2.8	2.1	2.5	2.8		2.0	3.3	3.5	4.3		
DON'T KNOW	157	25	33	28	13	20	20	12	39	16	30	18	26
	9.7	6.0	8.3	9.9	8.0	9.4	19.2	6.0	9.1	4.3	9.3	8.7	43.3

(PERCENTAGES ROUNDED)
0111

QUESTIONNAIRE

QUESTIONNAIRE

The Questions: Now we would like to ask you about your satisfaction with various aspects of fast food and moderately priced family style restaurants.

1. First, thinking of fast food restaurants you know about. By fast food restaurants we mean those where you order your food at a counter but are not served at a table by a waitress or waiter. Using a scale of one through five, where five means you are very satisfied and one means very dissatisfied, how satisfied are you with the (ASPECTS) at fast food restaurants.

2. On the average, about how often do you usually go to fast food places - would you say more than once a week? about once a week? once every two or three weeks? about once a month? less often than once a month? or never?

3. Under what circumstances are you more likely to go to a fast food place to eat rather than another kind of restaurant?

4. Now thinking of the moderately priced family restaurants you know about. Just so we'll be talking about the same thing, moderately priced family restaurants have waitress or waiter service and the check size per person usually doesn't go much above six dollars. Using a scale of one through five, where five means you are very satisfied and one means very dissatisfied, how satisfied are you with the (ASPECTS) at moderately priced family restaurants.

5. On average, about how often do you usually go to moderately priced family restaurants - would you say more than once a week? about once a week? once every two or three weeks? about once a month? less often than once a month? or never?

6. Under what circumstances are you more likely to go to a moderately priced family restaurant to eat rather than another kind of restaurant?

Two forms of the questionnaire are used to prevent placement bias.

COMPOSITION OF THE SAMPLE

COMPOSITION OF THE SAMPLE

	Percent %
Sex	
Male	47.0
Female	53.0
	100.0
Race	
White	87.3
Non-white	12.6
Undesignated	.1
	100.0
Age	
18-24 years	13.5
25-34 years	23.2
35-49 years	26.0
50-64 years	18.3
65 years and older	18.2
Undesignated	.8
	100.0
Education	
College graduate	19.8
High school graduate	59.1
Less than high school graduate	20.9
Undesignated	.2
	100.0

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